

THE AMERICAN STATIONER

DEVOTED TO THE INTERESTS OF THE STATIONERY AND FANCY GOODS TRADE

Vol. LXX. No. 17.

NEW YORK AND CHICAGO, OCTOBER 21, 1911.

PER ANNUM, \$2.00
SIX MONTHS, \$1.00

BUSINESS COST

What Constitutes Cost Will Be Discussed at the Monthly Meeting of the Stationers' Association of New York.

AT the regular monthly meeting of the Stationers' Association of New York, to be held on Monday, October 23, the subject of the "Cost of Doing Business" will be taken up and discussed. As the Publicity Committee of the association has circulated a pamphlet among the members under that title, the members are now urged to read it, so that they may be prepared to discuss the subject intelligently. At a later meeting it will be arranged to have a competent accountant address the association on the subject of cost finding, with special reference to the stationery business.

As the New York association has taken the lead in this important matter, stationers all over the country will follow with interest the progress made by that organization on this most vital question. If the New York association can formulate certain general principles for the guidance of the trade, it will be doing a great service and one that will benefit not only its own members, but the trade at large, for once the retailers find out what it actually costs them to do business, then the era of sane selling prices will begin.

That the trade may better understand what the New York association is doing, the following brief extract from the pamphlet is given:

"The ever-increasing fierceness of competition has demonstrated the necessity for the most careful management of business enterprises. Profits are too finely cut to permit a continuance of rule-of-thumb methods, and greater concentration is necessary to obtain greater accuracy. Careful calculation plays a most important part in business today, and success depends largely upon the

inauguration of better methods all around, involving a means of securing clear, concise and accurate information relative to the condition of one's business.

"The increasing cost of selling a given amount of goods has forced business men to look into the matter very thoroughly, and, if possible, find some remedy for the present conditions, although it is admitted that many do not understand the full significance of the question.

"The opportunity has now come for men of commerce to develop their business to a more profitable degree by discontinuing the old false cost system and making every day grow bigger in its dividend-earning power by selling goods at a price based on the true cost, viz., the invoice price plus the operating expenses, paying proper attention to the varying cost of handling different lines of goods.

"In this way, and in this way only, will the profit possibilities of the business of distributing merchandise be realized."

Bulletin on Penholders

The National Catalogue Commission finished another one of its big tasks when it put its "O. K." on Bulletins Nos. 23, 24, 25 and 26, which were printed last week. These new additions to its minimum price recommendations contains eight pages, and includes the products of the following well-known concerns: Eberhard Faber, Eagle Pencil Company, American Lead Pencil Company, A. W. Faber, Johann Faber, Center Shaft Penholder Company, Spencerian Pen Company and a miscellaneous list.

Additional Convention Reports.

As a number of the reports read at the convention last week could not be included in our convention issue we have this week printed a number of them in different places in this issue. We commend them to the careful consideration of the trade.

PRES. LOCKWOOD

The New Head of the National Association Was Born in Buffalo, Where He Has for Years Been a Successful Stationer.

ALTHOUGH Millington Lockwood, the new president of the National Association of Stationers and Manufacturers, enjoys a national reputation among stationers, still the trade will now want to know something more of the man who has been elected to the chief place in the gift of the stationers of the country. For that reason we give below a brief biographical sketch of the new president.

Millington Lockwood was born in Buffalo, N. Y. He is a lineal descendant of Robert Lockwood, who came to this country with Governor Winthrop in 1630, and one of whose younger sons was an ancestor of Howard Lockwood, who founded THE AMERICAN STATIONER.

Young Millington found his first employment in Buffalo with Young, Lockwood & Co., stationers and printers, with whom he remained from about 1873 until 1884. His father was John A. Lockwood, of the above firm. In 1884 he left the employ of his father's concern and with Richard A. Ough started in the stationery business on his own account at No. 18 Seneca street, Buffalo. The beginning was in a small way only.

Since 1884 there have been but few years that Mr. Lockwood has not been obliged to take more space for his increasing trade. At present he occupies all the floor space he could secure in the Ellicott Square building and has storeroom in other buildings.

Mr. Lockwood is a member of the Buffalo Chamber of Commerce and Manufacturers' Club, the Acacia, Buffalo, Ellicott and Park Clubs, all of his home city. He is a past master of a lodge F. & A. M., an ex-president of Past Masters' Association, president of the Stationers' Club of Buffalo, and prominent in other ways. He has one son, Richard B. Lockwood.

PAPER—ENVELOPES

Charles N. Bellman, Chairman, A. B. Daniels and A. T. Selden, Committee, Make an Interesting Report.

(Report Read at the Convention.)

After leaving the convention at Baltimore I assumed a really optimistic attitude toward the possibilities of the Paper and Envelope Committee of this association and while in this frame of mind was easily persuaded to accept the chairmanship of the committee another year.

There seemed to me so many things that could be accomplished that would prove of infinite benefit to the trade in general that the future looked very bright indeed.

I fully expected to come before you at this time with many suggestions for your consideration but a severe illness the past winter and later changes in my own business prevented me from giving the work the necessary time it needed.

Your committee has, however, endeavored to make some progress with the work left in its hands.

THE 500 SHEET COUNT.

The first and most important work was the resolution passed at the last convention:

Resolved, That in the opinion of this association the 500 sheet count should be adopted as the standard of manufacturers in wrapping ledger and flat writing papers and that the incoming committee on paper and envelopes be instructed to confer with the manufacturers with a view to persuading them to adopt such a standard within a reasonable length of time.

The manufacturers were immediately notified of this action and your committee found they were very willing to conform to the wishes of the majority of the members of this association and by January 1, 1911, ledger paper was being wrapped 500 sheets to the ream.

They certainly deserve some words of praise for the prompt action taken in bringing about quickly so important a change as this much has meant to them.

WANT LEDGER PAPERS READJUSTED.

Continuing on the ledger paper subject your committee endeavored to get the present price list on ledger papers readjusted.

The manufacturers were asked to make a uniform price per pound, or if this were not possible to give information to this committee that the matter might be thoroughly understood at this meeting.

We have not received the information that makes it clear why 36 pounds of paper size 18 x 23 should list at \$12 and the same number of pounds in 19 x 24 size at \$10.08 per ream. Or 40 pound paper sizes 17 x 28 and 19 x 30 should list at \$11.20 per ream and 40 pound size 18 x 23 at \$14 per ream.

DOESN'T BELIEVE "UNIFORM PRICE PER POUND."

One manufacturer replies as follows:

"I do not think it possible to adopt a 'uniform price per pound' on No. 1 ledger papers, and believe that all mills who manufacture this line will agree with me. In making this statement I have in mind the fact that should such a step be taken by the manufacturers of No. 1 ledger paper it would be necessary to increase materially the price per pound on certain sizes and weights, which I believe would be misunderstood and not be accepted by the stationers, but which I consider would be abso-

lutely necessary in order to protect the mills on all their numerous sizes and weights. The list now used ranges from 28 cents to 50 cents per pound and the list on a very large proportion of these papers comes under 35 cents per pound, and I doubt if the mills would want to adopt a pound price covering the whole at a lower figure than 35 cents per pound.

"This I do not believe would be satisfactory to the stationers, as for such items as caps, crowns, folios, double caps, light weight royals, etc., which they have been purchasing heretofore on a 28-cent per pound list, they would naturally object to paying the higher price, while in justice to the manufacturers I do not believe a lower price than the above could safely be considered, and possibly this figure would be altogether too low.

"I personally do not feel that any injustice is now being done the consumer, and do not think it possible to adopt a pound price that would be more equitable to both parties interested."

Another: "Under the present conditions, we do not see how it would be possible to establish a uniform price per pound on No. 1 ledger papers. The difference in cost between making the small and the larger sizes is so great that a uniform price could not be established with any degree of fairness to the manufacturer.

"If pound prices were established on these papers there would necessarily be several different prices and we do not believe it would be any better or more satisfactory than the present list prices."

In the face of these replies I am still of the opinion that some radical changes can be made in these seemingly arbitrary prices.

I would be glad to have the manufacturers represented here give you the information this committee has failed to procure and if given the opportunity I know they will be glad to respond.

THE NEW COUNT AND FANCY STATIONERY.

Following up the suggestion to urge the adoption of the 500 count in fancy stationery your committee did not meet with much encouragement.

The manufacturing stationers are all of one mind of this subject. One manufacturer writes that it would be an exceedingly difficult matter to get the manufacturing stationers throughout the country to consider this change owing to the endless complications that it would entail.

We ourselves feel about it in the same light as we imagine the average machine shop does regarding the often proposed adoption of the metric system.

Another replies: "It does not seem to us that it would be practicable to make the change because of the long continued custom almost invariably followed of putting 120 sheets in a box.

"Papers of this class are put up in 6 sheet sections and are largely sold by the quire, four sections constituting a quire. If put up in sections of 5 sheets, a great confusion would be caused in making the change by reason of the fact that so large a quantity of stock in the hands of the dealers is already put up in 120 sheets to the box.

COUNT NO ADVANTAGE IN FINE STATIONERY.

"We agree that it is preferable to put up flat papers in reams of 500 sheets but do not see that there would be anything gained by making the suggested change so far as fine stationery is concerned."

Another: "This is a very serious question for the manufacturers, as on the present basis of profit on fine goods, every item counts. We do not agree with you regard-

ing the idea of selling a box of paper containing 100 sheets as a ¼ ream, as no one certainly could figure ¼ of a ream as being equal to ¼ of a ream.

"However, we are perfectly willing to put our goods up in any way our customers demand them, providing of course that they are willing to pay for the increased quantity and extra cost of putting up.

"Envelopes are now put up in ¼ M's. and our idea, if any changes are made, is that the paper should be put up in ⅓ M's. also. We do not think a reduction in the weight of the paper would be acceptable nor desirable as the standard weights have been so long established, that there would be dissatisfaction all around, if weights were reduced.

"On flat papers the cost would be little, if any, more in putting them up, but on note papers it would necessitate five sheet sections and considerable extra labor. Also an extra box if ⅓ reams were put up. If the latter, then envelopes should be in 1/10 M's. necessitating entire changes throughout the boxes and two extra boxes for the envelopes. We think the ¼ ream and ⅓ M. proposition would be far preferable, not necessitating any change in referring to ream goods."

FIVE QUIRES TO THE BOX IS THE BEST.

Another: "We have not had any complaint made us by the trade as to the present mode of packing which has one advantage at least over the plan which you suggest. It is customary for the retail stationer to have a price for one quire and one pack of a particular paper and as an inducement for his customer to order 5 quires and 5 packs (or one box of paper and envelopes) he offers the 5 quires and 5 packs for the price of 4 quires and 4 packs. He also has a price lower in proportion where 1 ream and ½ M. envelopes are ordered. You will see, therefore, that there is an advantage in the paper being packed 5 quires to the box.

"We have no doubt that if there was a general demand on the part of the retail stationers for a change in the mode of packing, the manufacturers would be very glad to make such a change as you suggest and we would be quite willing to change our method of packing provided the other manufacturers do so as well. We must say that the present plan appears to have worked very satisfactorily in the past.

"Some 15 or more years ago one house started in the fine stationery business and put up all its writing papers 100 sheets to a box instead of 120. This method of packing led to numerous errors, the clerk sometimes sending out a box of 100 sheets when he thought he was sending out 120 sheets as contained in other manufacturer's boxes. This firm did not continue in business very long."

Another: "When I began selling stationers, wedding goods were put up, sheets in quarter ream boxes, envelopes in gross boxes, cards in boxes of one dozen packs of fifty. More than thirty-five years ago stationers and engravers discovered that buying wedding sheets, envelopes and cards in thousand lots was more handy and they so ordered. The manufacturer complied with the demand and it has become the custom without any legislative action.

"The same reasons for adopting this custom with wedding stationery, do not exist regarding writing paper. But if the stationers see any advantage in it, they can adopt it and the manufacturer will put up the goods as requested and charge accordingly.

"Personally I do not see that there is



Our papers are also supplied by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

The *Dealer* as a middleman *needs* the co-operation of the manufacturer. *We* have always *needed* the dealer, hence have always protected him. Today more than ever we protect you against the inroads of the "direct to consumer" policy.

TYPEWRITER RIBBONS and CARBON PAPER

We can supply your *needs* in every case as *our line* is *unlimited*. We fill every requirement.

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AGENCIES in every part of the world—in every city of prominence.

DO YOU SELL "BERLIN'S" QUALITY FIRST STATIONERY?

BERLIN'S Cards, Mourning Papers, Writing Papers, Typewriter Papers, Papeteries, Tablets and Initial Papers represent taste and refinement in polite correspondence.

The Initial Papers are all stamped by hand with a steel hand-engraved die, and as a result you have the finest workmanship it is possible to produce at much less than it would have cost to have done it as a "special order."

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BERLIN & JONES

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Reorders prove that quick sales pay

COMPANY

AND 136 WILLIAM ST., NEW YORK

THE HOME OF THE TALLY CARD

STAPLE ENVELOPES OF EVERY DESCRIPTION

enough to be gained to pay for the inevitable amount of disorganization which this would occasion some of our worthy competitors."

THE FREIGHT RATE ON ENVELOPES.

The next suggestion—Cannot envelopes be classed in a lower freight rate than first class? Envelopes should not be in a class so much higher than paper as the value after being made up is not increased in proportion to the difference in freight rates.

Our investigation brought the reply that it would be difficult to get a lower class freight for several reasons, which have all been threshed over in years gone by. They are bulky and for the cubic contents they are lighter than paper and they are more easily damaged.

MANUFACTURERS SELLING DIRECT.

From all parts of the country complaints were received stating envelope manufacturers should not sell direct to the consumer.

The replies from the manufacturers to this complaint are practically the same. This one will answer for all:

"Permit me to say that I cannot say how it is with other manufacturers, but I do know that with our company, never since its organization were so few goods sold to consumers as at the present time. Railroads will not buy through the trade; they insist on buying direct from the manufacturers and you would if you were a railroad manager. As one manager said to me, 'We have a purchasing agent and I don't expect he is to have a purchasing agent to buy for him (i. e., meaning the jobber). We pay him to buy direct.' Years ago we tried to force this trade to go to the jobber and the result was we practically lost it all and we were not benefited, nor were our jobbing customers benefited—we simply drove them to our competitors. Occasionally a railroad will want something quick and will go to the trade, but as a rule the railroad business will be done direct by the manufacturers, and some of the railroads buy many, many times what some of the jobbers buy. The same is true of many large users of envelopes—large advertisers, insurance companies, etc. They will not buy through the trade and to try to compel them to do it, simply means to drive them to other manufacturers, for we know from experience that our competitors will sell them.

"The stationer so far as our company is

concerned is better protected than he has ever been in the past. There will be places where there will be criss-crossing. There always have been and there always will be, but as a general proposition I am justified in saying he is getting better protection now than he ever had before."

THE "WEIGHT PER THOUSAND" QUESTION.

Another suggestion was to see if envelope manufacturers would not put the weight per thousand on envelopes in their price lists, this inquiry brought the following reply:

"That might be done but it would not be absolutely correct. Solid case business might be wrought out to give weights per M. on each size and weight of envelopes. I gave quite a good deal of thought to this some years ago and at that time I took counsel with some of my jobbing friends who did not want this done, claiming it would make their competition just so much harder, i. e., the pirate who could then figure exact weight per M. would work his price out and name figures clear out to the last penny and the consensus of opinion was that it would not be wise to do it. Every innovation of this kind means sharper competition among the jobbers."

CARD, EMBOSSED WORK, INVITATIONS.

Another and certainly a very important item to the majority of stationers is engraved cards, wedding invitations and embossed stationery.

What is a proper price to charge the consumer? After a careful investigation covering every part of this country your committee finds a greater diversity of opinion as to the proper price to charge the consumer for this class of merchandise than for any other in the business.

Between the lowest and highest prices returned to the committee there is a variation of from one hundred to four hundred per cent.

In many instances the cost does not seem to have entered into the matter at all.

The wonderful interest displayed at the Cost Congress during the past two years shows that nearly every business man is gradually waking up and is anxious to give more serious thought to the cost of production.

Among the stationers the fact that so many do not operate engraving plants is probably the reason that this department of the business has been given so little attention.

DOING ENGRAVING AT COST.

An inquiry to one part of the country brought the following reply which shows the condition that exists in many other sections:

"In attending the meetings of the local association we tried over and over again to get the officers interested in having the stationers who do not do their own engraving charge a reasonable profit to customers on engraved work they take orders for. We found that so large a proportion of membership was interested only in profit on type printing, blank books and office supplies that they considered the interests of the few firms situated as we are of little or no moment. We brought instances to the notice of the Price Committee of our local association where stationers would donate to customers, or charge near or actual cost for fine stamped stationery or engraved business card, apparently to curry favor and influence orders for lines more important to themselves, seemingly regardless of the effect this might have upon stationer engravers.

"We have had many customers express themselves as not understanding why, though such and such a stationer was known not to do engraving, he quoted to him much lower prices on goods produced in our own shop, than we would.

"We shall be very glad to see this condition corrected by the careful consideration of these matters which your committee will no doubt give. If the big stationers would show more of a 'live and let live' spirit, we are strongly of the opinion that in the long run it would work to the advantage of all."

Inquiry blanks were prepared and sent to stationers in every section.

From the investigation made by the Committee on Paper and Envelopes we recommend that this association take action favoring a revision of the present price list under which No. 1 ledger papers are sold, placing the smaller sizes at least on a uniform price per pound basis.

That instructions be given to the incoming committee to confer with the manufacturers that an early adjustment may be made.

We further recommend that this association take such action as is proper favoring the recommended minimum retail prices on engraved cards, wedding invitations and embossed stationery.

FOR FINE CORRESPONDENCE OR FOR GENERAL BUSINESS USES
WHITING PAPERS ARE STANDARD

TRUE VALUE

in stationery consists not only in its selling quality but also in the satisfaction experienced by the purchaser. Whiting Papers are adapted to all fine stationery uses and combine excellence of quality with elegance in style. They comprise Correspondence, Mourning, and Wedding Papers, Papeteries, Visiting Cards, Typewriter Papers and Tablets. Progressive dealers quick to recognize goods that insure quick sales and satisfied customers realize the TRUE VALUE of WHITING PAPERS.

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Makers of High Grade Papers

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MILLS: HOLYOKE, MASS.

TOWER MANUFACTURING & NOVELTY CO.
 306-308 BROADWAY NEW YORK CITY, N. Y.

*If you require Stationery, we have it
 We carry a complete line*

**LARGEST WHOLESALE STATIONERS
 IN THE COUNTRY**

We solicit your patronage It will pay you to give it

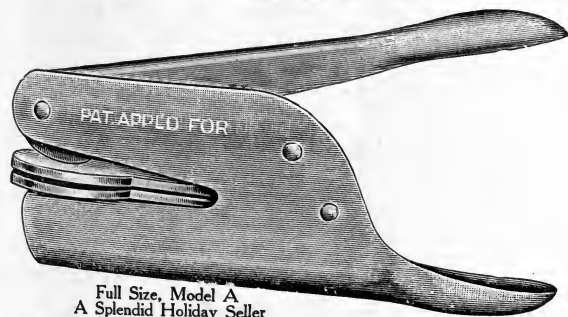


**THE BEST LETTER
 YOU EVER WROTE**

will be the one directed to us and saying, "Please ship PROMPTLY a sample line of your Cash Boxes, Bond Boxes, Office Boxes, P. O. Boxes and Billhead Cases. Yours Truly, We please our Customer Co." You will Write us many more of the same character. Why not start the habit.

MERRIAM MANUFACTURING CO., Durham, Conn.

ROOVER'S HAND EMBOSSER



Full Size, Model A
 A Splendid Holiday Seller

The best on the market, combining
NEATNESS, CONVENIENCE, USEFULNESS, LOW PRICE
 Require little effort to sell—one sale leads to more



Single Initials—25 in a display box (except X) retailing for 25 cents each—to the dealer, \$3.75 delivered.
 Three Initials, \$1.00 each—To the dealer, 70 cts. delivered.
 Samples of work and Price List, of our Extensive Line mailed on request.
 It's worth sending for as it gives full details.

ROOVERS BROTHERS, 100 Schermerhorn Street, BROOKLYN, N. Y.

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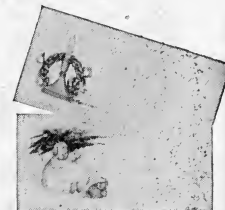
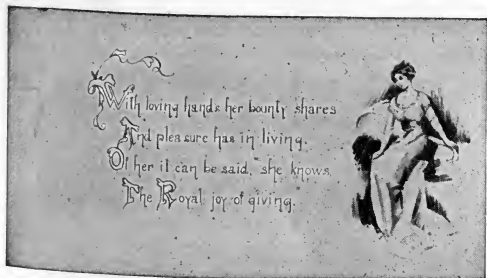
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Christmas and New Year Folders for the best trade. Plain Photogravures and hand colored.
 Our 1,500 line of Christmas Folders is the best 5 cent retailer in the market. Our 1,600 Folder holds the same position in the 10 cent field.

CHRISTMAS POST CARDS, 30 Subjects

THE DRYSDALE QUALITY is in a class by itself.

**Better see samples before completing your line.
 Address either office.**



12 Designs—6 Ladies, 6 Gentlemen.
 In Photogravure \$1.50 per gross.
 Hand Colored 3.00 " "

Xmas Series—6 Designs.

GOOD IN BOSTON

Manufacturer, Jobber and Retailer Are All Reported as Feeling the Effects of Improved Conditions—Trade News.

New England Office, THE AMERICAN STATIONER, 127 Federal St., BOSTON, October 17, 1911.

Judging by the window displays to be seen everywhere in this vicinity, there is going to be a big volume of business for Hallowe'en novelties. Never before has there been any such attractive displays, and in as many numbers as are now being seen. With this anticipation and the fact that the demand for social and wedding stationery has been the largest recorded for many years, the local stationery trade is feeling very jubilant over the fall outlook.

PLEASED WITH CONVENTION RESULTS.

Those returning from the national convention are most enthusiastic over the results accomplished and are now ready to buckle down and concentrate their attention in making this fall's business the most profitable in their period and there is no doubt that with the spirit with which they are going about it they will accomplish their purpose. In common with the retail end, the jobbers and manufacturers are all feeling the benefits of the improved conditions, and a number of the latter on certain lines make the statement that they have enough business to carry them into the new year.

NEW BOWLING LEAGUE OFFICERS.

At a meeting of the Boston Stationers' Bowling League held on last Tuesday, the following officers were elected for the coming year: Wm. Carrie, of Thorp & Martin Co., president; A. A. Tanyane, of THE AMERICAN STATIONER, secretary; Mr. George, of Barry, Beale & Co., treasurer; and E. H. Brook, of Carter's Ink Co., official scorer.

TRYING TO GET ENGRAVERS TOGETHER.

Conditions among the engravers of this section have been in a chaotic state for many years, and as one of those engaged in this line the other day remarked, "You

cannot find a person engaged in the engraving business who has made money enough to retire on." This is not true of any other industry, and with the idea of placing the business on a paying basis, efforts are now being made to organize the engravers of this section for the purpose of bringing about closer business relations and the adjustment of the many irregularities which now exist.

The result of the opening games of the Boston Stationers' Bowling League held last week on Tuesday at the Adams Square Alleys produced the following winners: Thomas Groom & Co., Samuel Ward Co., Adams, Cushing & Foster and W. M. L. McAdams.

CHASE BROS. TO SELL STOCK AT AUCTION.

The stationery business, printing plant and the paper jobbing business of Chase Bros., of Haverhill, Mass., is to be sold at auction tomorrow morning, Wednesday, October 18. This firm has been established for many years, and was presumed to have been doing an excellent business, as their stock was always clean and up to date.

JORDAN, MARSH CO.'S HOLIDAY LINE.

The stationery department of Jordan, Marsh Co. has taken on its holiday dress, and Mr. McCarthy, the buyer of this department, is showing a large number of very attractive foreign novelties which he procured during his recent stay abroad. Among the dinner favors are to be found aeroplanes, hobble skirts, the reproduction of the latest effects in Parisian millinery; then there are various numbers of figures made in German brass as well as figures carved in genuine ivory. He has also a very attractive display of imported Parisian papeteries whose varied colors are so well blended as to produce a most artistic effect. This department under Mr. McCarthy has progressed so rapidly since locating on the ground floor of the company's new store that there is hardly anything carried in the stationery line today but that can be found in his department.

John C. Hastie, sales manager of the Roaring Springs Blank Book Co., Roaring

Springs Pa., appeared here last week in advance of the traveling representatives who usually reach this section at this time. He is the same optimistic John who is always well supplied with a good bunch of orders.

Charles S. Clark, of C. S. Clark & Co., of St. Louis, Mo., importers and publishers of art pictures, calendars and novelties, is visiting the local trade this week for the first time in a long period, and has sample rooms at the Parker House.

LOCAL ASSOCIATION TO HOLD DINNER.

It is expected that there will be a good attendance at the dinner and business meeting to be held next Tuesday by the Boston Stationers' Association at Young's Hotel at 6:15 p. m. sharp. As it is the first affair of this character, there being no assessments to the members and there are to be no outsiders present, it is to be hoped that every member who can avail himself of the opportunity will make a special effort to be there.

W. H. Steele, representing Sanford Mfg. Co., of Chicago, Ill., is expected to reach here some time this week, and his arrival will be the "Beacon Light" to direct the course of other representatives of ink manufacturers.

A. H. Breuel, sales manager of the Stationers Loose Leaf Company, with headquarters in New York, was a visitor seen in the trade this week.

TRAVELERS IN TOWN.

Among the traveling men to call on the local trade during the past week were W. H. Webster, of F. L. Schauss Co., New York; Martin L. White, of Aluminum Specialties Co., Fulton, N. Y.; I. E. Meyers, representing American Toy Co., New York; J. T. Peters, of Tension Envelope Co., New York; L. Talbot, of Boetiger & Co., of New York; M. Broskie, of Pomeroy Ink Co., Newark, N. J.; John Carlbart, representing Hopper Paper Co., Johnsonburg, Pa.; J. A. Sherman, of Sherman Envelope Co., Worcester, Mass., and W. H. Nelson, of the Whitcomb Envelope Co., Worcester, Mass. A. A. TANYANE.

IT'S THE "WEARING QUALITY" SERVICE

That Makes Our Playing Cards Most Popular



The American Playing Card Co.'s products have the proper slip, perfect finish and elasticity, that makes dealing satisfactory and the evening a pleasure.

We manufacture all grades—from a cheap Steamboat to a fine illuminated back card in four and five colors. Have a large and varied assortment of designs to select from.

Closely associated with one of the largest and best known paper mills in the country, our special stock is grade for grade unequalled by any other manufacturer. Samples and prices on application.

THE AMERICAN PLAYING CARD CO., Kalamazoo, Mich., U. S. A.

TO THE TRADE

We beg to announce that we have organized a company for the manufacture of high-grade STATIONERS' RUBBER GOODS such as RUBBER BANDS, ERASERS, Etc.

Among our associates we have very experienced rubber chemists and thoroughly practical men who for a number of years have made a special study of this line. As our factories are equipped with the most approved machinery capable of turning out large quantities daily, we will be in a position to quote to the trade very attractive prices and make prompt deliveries.

Ferdinand Kabus, well known to the trade, both in this country and abroad, is at the head of this new enterprise, and will take an early opportunity to call upon his North American friends in order to show our new lines.

Samples and quotations will be submitted upon request.

Awaiting your valued inquiries, we are,

Respectfully yours,

KABUS RUBBER COMPANY.

44-60 East 23rd St.
New York

Marcus Ward's "Weddings, Visiting Cards and Card Envelopes"

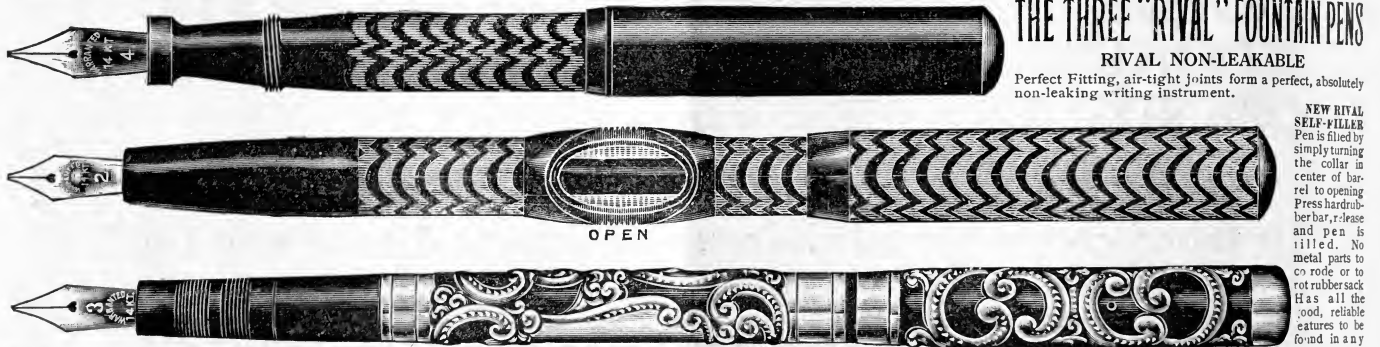
Marcus Ward's "Royal Irish Linen" weddings, visiting cards and card envelopes represent the highest quality attainable. The world-wide reputation enjoyed by this line stamps it as the best. Perfect plate printing is insured where "Royal Irish Linen" quality weddings and cardboards are used. Our method of packing wedding sheets gives the dealer five per cent. extra for waste or samples and four per cent. extra of visiting cards gratis.

Samples and prices furnished upon application or can be seen at our New York Salesroom.

New York Salesroom
369 Broadway
Telephone 1763 Franklin

MARCUS WARD COMPANY
"Royal Irish Linen"

Office and Factory
116-124 Thirty-ninth Street
Brooklyn, N. Y.
Telephone 304 Bay Ridge



THE THREE "RIVAL" FOUNTAIN PENS

RIVAL NON-LEAKABLE

Perfect Fitting, air-tight joints form a perfect, absolutely non-leaking writing instrument.


NEW RIVAL SELF-FILLER Pen is filled by simply turning the collar in center of barrel to opening Press hard rubber bar, release and pen is filled. No metal parts to corrode or to rot rubber sack fits all the good, reliable features to be found in any of our pens, plus the special advantage just mentioned.

Made in three sizes No. 22, No. 23, No. 24. Plain, Chased and Gold Mounted. RIVAL No. 3 with Gold or Sterling Silver Filigree Mounting, for Holiday and Fine Trade.

Export trade solicited. Catalog illustrating our full line and giving Prices and Discounts will be sent to Dealers on request. We guarantee every pen.

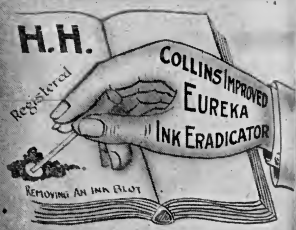
D. W. BEAUMEL & CO., Office and Factory, 35 Ann St., NEW YORK

Canadian Representatives: A. R. McDOUGALL & CO., 42 Adelaide St., West Toronto.



COLLINS EUREKA INK ERADICATOR

REMOVES INK FROM PAPER AND CLOTHING
Made in two sizes to retail for 25¢ & 35¢
AT ALL JOBBERS
The Collins Ink Eradicator Co. HOBOKEN, N.J.



Eberhard Faber **F** Red Pencil Rubber

A fine quality soft, red pencil rubber, the erasing properties of which are not excelled by any rubber.

No. 1025



Made in 5 sizes: 20, 30, 40, 60 and 80 to a box, in convenient oblong blocks.

Samples Sent on Request

Eberhard Faber - - New York

TRADE ITEMS

Conditions in the stationery trade continue very good, according to reports from the big centers, as reproduced in this week's issue. Because of the season all hands are just now busy preparing for the holiday trade. This means that the manufacturers are hustling filling the orders of the jobbers, who, in turn, are distributing the goods to the retailers. The latter are doing a pretty good business, as this is the time of year when general business and social affairs show the most activity, to say nothing of the preparations for the holiday trade. The present is therefore an active period for almost everybody connected with the trade. This week business has been hurt somewhat by the rainy weather, which seems to have been general. The really bright spot in the situation is the fact that collections, which up to date have been the most unfavorable feature of the trade situation, have improved considerably.

The strike of the New York bookbinders, which went into effect early last week, involving 1,200 men, to enforce an average wage increase of 10 per cent., has been settled. Some of the strikers returned to work last Saturday and the remainder last Monday. Concessions were made on both sides.

The Review of Reviews has brought suit in equity against Postmaster-General Hitchcock and Edward M. Morgan, postmaster of New York, and has asked an injunction restraining them from enforcing the new postal regulation for forwarding some magazines by fast freight. The Review claims that the new regulation makes an unlawful discrimination in that it divides second-class mail into two classes, and provides much slower

transportation facilities for one than for the other.

The first reunion of the Booksellers' League of New York after the summer will be held at the dinner to be given at the Aldine Club, Fifth avenue and Twenty-third street, on Wednesday, October 18, at 6:30 p. m. Edward Markham will speak on "What Is Literature?" and the entertainment committee also promises other speakers and a stereopticon lecture on Morocco. Those intending to be at the dinner should notify Charles A. Burkhardt, 31 West Twenty-third street, New York City.

Hampton's Columbian Magazine of New York is now run by a receiver, pending the outcome of a petition in bankruptcy filed against it and also what the New York grand jury may decide to do in regard to the alleged wrongful acts in connection with the consolidation of the two magazines.

The Brown Book and Stationery Company of Kansas City, Mo., now is established in its new home on Grand avenue, that city, and has a very attractive store, plenty of room and splendid light.

The Swayze Advertising Company, of Canton, Ohio, recently received an order for 55,000 "twelve sheet" calendars, each to be 25 x 36 inches. To fill this order will require twenty-four tons of book paper and three thousand pounds of ink. The order was given by the Southern Railway.

Luther Gordon has recently been made manager of the Arkensa Democrat Printing Company, of Detroit, Mich. Mr. Gordon served his apprenticeship with the New Wilson Webb Company of Little Rock, Ark., and was for the past two years in the employ of the Shaw, Borden Company, of Spokane, Wash.

The receiver of the Weidlich-Simpson

Pen Company, of Cincinnati, Ohio, filed an inventory of the company's assets in the Insolvency Court in that city last week, showing goods and fixtures, \$34,-767.58; good will, \$5,000; patents, \$5,000; accounts receivable, \$14,084.35, and goods on consignment, \$1,539.25, making a total of \$60,391.38.

Jewett's, of Mount Vernon, N. Y., have opened a branch store at 134 Main street, near Franklin avenue, New Rochelle, and will deal in toys, sporting goods, etc.

Thomas E. Layton, superintendent at the National Blank Book Company's factory at Holyoke, Mass., for the past 19 years, has handed in his resignation and will complete his nineteenth year of service on November 21, the date when his resignation goes into effect. While a successor to Mr. Layton at the plant has been practically decided upon, yet the name has not been made public as yet. Mr. Layton intends to move his family to California where he will make his home.

Anthony Zellerbach, one of California's pioneer merchants, who died in San Francisco last week, was for many years in the paper business in that city and in his time sold a great deal of paper to stationers on the Pacific coast.

Before Edwin A. King, referee in bankruptcy, last Friday Mrs. A. H. Clapp, whose husband for some years conducted a stationery store in Maiden Lane, Albany, N. Y., was examined in regard to the assets of the bankrupt. Very little information was secured and an adjournment was taken by the trustee until October 27. Mr. Clapp is in a sanitarium.

James Welsh, 21 years old, of Charlotte, N. C., was arrested in the store of J. Edward Richardson, stationer, 112 East Baltimore street, Baltimore, Md., on Tuesday of last week and taken to the Central

VISITING CARD ETIQUETTE

demands that cards be of the finest board, immaculately clean. None are so elegant as Hurd's Extra Superfine.

The plate printing qualities of this board, on account of its perfect finish and uniformity, are conceded by the best engravers to be irreproachable.

Our sizes are the standards, and our cards are always cut and put up with the greatest care as to style and neatness.

The Extra Superfine cards are made in White, Pearl Gray, and the new and fashionable Steel White.

One of the daintiest and most exquisite lines ever shown in Mourning Stationery is our Ashburton-Arcadia series of notes and envelopes with the black bordering. They are made up in Lawn Finish, Suede Finish, Extra Superfine, and Lawnette, either in Steel White or Pastel Gray.

HURD'S
FINE STATIONERY

GEORGE B. HURD & CO.
Fine Paper Makers

425 and 427 Broome Street, New York, U. S. A.

**WE MAKE THE
BEST THAT CAN BE
MADE AND SELL
TO DEALERS ONLY**

Police Station, where he was charged with stealing post cards valued at \$5. Welsh said he stole the cards because he was out of work.

A report from an American consul in the United Kingdom states that a local firm of commission agents and importers with a staff of agents throughout the country would like to get in touch with American manufacturers of pictorial post cards and small cheap novelties wishing to place their goods in that country. Those interested should address "Inquiry No. 7456," care Bureau of Manufactures, Washington, D. C.

Edwin J. Samson, importer of novelties, at No. 733 Broadway, has filed a petition in bankruptcy, with liabilities of \$18,947 and assets \$5,002, consisting of stock, \$2,517; fixtures, \$500, and accounts, \$2,005. In the stock are 56,500 drinking cups valued at \$131. Among the creditors are H. M. Samson, Chicago, \$3,250; Martin Loewenberg, \$5,641; Wilhelm Bolle, Berlin, \$5,069, and Alexander & Cie, Paris, \$1,286.

A young man named Julius McCann is in jail awaiting trial in New York for stabbing another young man in the abdomen with an ink eraser.

Eugene Dietzgen Company, of 214-220 East 23rd street, New York City, and Chicago, San Francisco, New Orleans, Pittsburgh, Toronto and Philadelphia, has

applied for membership in the Stationers' Board of Trade of New York City.

Announcement was made this week that Armor's Old Book Store, of Harrisburg, will be sold for the heirs of the late Major William C. Armor, who died several months ago. The old book store which is situated on Court street near Third, is regarded as a landmark in the city and has been referred to as "a literary oasis" in Harrisburg's business center.

Fire last week completely destroyed the Harmon novelty store in Bloomington, Ind., entailing a total loss of \$20,000 to building and contents.

Jesse R. Wood, of Port Collins, Col., has taken a sensible but rather unusual way of disposing of his book and stationery business in that town. This has taken the shape of a nicely gotten up booklet entitled "A Colorado Opportunity for Some One," in which the whole story is told.

Mrs. E. K. Burnes is opening a book and stationery store at Fort Scott, Kan. Mrs. Burnes was formerly in the same line at Platte City, Mo.

The Erdman-Sevensma Company has succeeded William B. Erdman, books, etc., of Grand Rapids, Mich.

Eckhardt Brothers, of Green Bay, Wis., booksellers and stationers, are offering 25 cents on a dollar.

The Miller Stationery Company, suc-

cessors to Miller Brothers, Oklahoma City, Okla., is in voluntary bankruptcy.

G. C. Shields, a former teacher in the Port Arthur (Tex.) Business College, is now opening a book and art store at that place.

William Michael Byrne was appointed special examiner yesterday by Judge Lacombe of the United States Circuit Court, sitting in New York City, to take evidence and report to the court in the equity action brought by the Government against the so-called magazine trust under the anti-trust provisions of the Sherman law. Among the defendants are the Periodical Clearing House, Harper & Bros., the Review of Reviews Company, Doubleday, Page & Co., the Crowell Publishing Company, the S. S. McClure Company and the Leslie-Judge Company.

M. Lesser, who has a cut-rate stationery store on Fulton street, near Gold, New York City, has just opened another store of the same character corner of Spruce and William streets, that city.

Joseph Koehler, Inc., 150 Park row, New York, has an immense line of post cards and booklets for Christmas, New Year's and birthdays. Although the cards are offered at bargain prices, they are not job lots, but regular stock, and the dealer has more than five thousand designs from which to choose.

ST. PATRICK'S DAY NOVELTIES

The Gibson Art Co.'s St. Patrick creations represent an advance over anything of a similar kind that has ever been offered before.

A superb collection of odd and quaint novelties that are extremely timely in commemorating the good Saint and the Day.

A customer won thru Gibson's superior work is a living advertisement.

**SEE THE ST. PATRICK'S DAY
NOVELTIES**

THE GIBSON ART CO. :: CINCINNATI

ESTABLISHED 1850

Note:—CINCINNATI. We have no New York Office

QUAKERS CONFIDENT

Stationers in That City Have a Growing Confidence in the Future, Despite the Political Disturbance Now Abroad.

(From Our Regular Correspondent.)

PHILADELPHIA, October 18.—The note of confidence which is sounded by such representative traveling men as President Joseph Sherman of the Sherman Envelope Company, here on a visit during the week, finds a response in the experience of the week of both jobber and retailer. Save for seasonable sales there is no rush nor snap to business. But in staple lines it is still far from dull. It is admittedly quiet, but it is reasonably certain and there is a growing confidence in the future despite the necessary disturbance of a presidential election. No one looks for a sudden gain, but everyone does expect a steady improvement. And a little look backward since the natural summer dullness gave way to the renewed activity of fall finds justification for that belief that the future is one of promise with reasonable certainty of fulfillment.

But though business caused no disturbance during the week, certain happenings on the diamond did.

NEW WAY OF SHOWING SAMPLES.

President Erwin of the James Hogan

Company, Ltd., has just evolved a plan for showing samples in some respects novel, in all respects effective, which he consented to explain for the benefit of his fellow stationers. In the front of each of a series of deep wall cases made of plain shelving in which samples are kept are two folding doors, set on hinges and on opposite edges. Both these doors, made of hard wood, are covered with samples of the stock stored behind. When they are opened, like the doors of a closet, there are thus presented four large surfaces filled with samples, a complete exposition of the stock contained in the section. When they are folded together they not only take up little space, but they effectively protect the stock behind. On the outside, of course, there are still to be seen a large variety of the more attractive numbers. Thus equipped, the front of the Hogan store now presents a very attractive appearance, and the consequent display of samples has already been found productive of results.

Herman Bitterlich, of the stationery department of the Charles Christeson Company, spent some days this week in New York ordering.

George E. Mousley during the week opened his Commerce street addition, but which is really a rear extension of his Market street store. In a space of 16 x 110 he is showing only samples,

among them probably the largest doll selection in the city.

Leo Solinger, of the Eagle Pencil Company, in town today, is finding consolation over the results of certain happenings in New York yesterday by increased pursuit of orders. If a donation of Eagle erasers could wipe out certain records Mr. Solinger, it is believed, would be willing to donate very generously.

RECEIVER FOR HARRY A. COHAN.

William H. Smith has just been named by the Court as receiver for Harry A. Cohan, the South street jobber.

Joseph Martin visited the trade during the week, taking the place of Louis Levy for B. Ilfelder & Co. Mr. Levy, newly a benedict, henceforth will not wander far from his own fireside.

Fred Kraemer of the American Hard Rubber Company, Edward Huber of E. Faber, and August Kastor of Kastor Brothers, were others of the week's visitors.

E. R. G.

DESK PADS

When you buy them be sure you are getting the best. They are the most profitable. Buy of the man who makes a specialty of them—it's a guarantee for the quality—Prices no higher than the best materials and a good profit to the dealer require.

Send for catalog.

I. SMIGEL, Mfr. 166 WILLIAM STREET
NEW YORK

SEASONABLE OFFERINGS

JUVENILE NOTES and PARTY INVITATIONS

In the several series are shown some charming designs which are sure to please the little folks.

Printed in full scale of colors, embracing popular subjects:

"Writing Letters," "Aeroplanes," "Flower Parade," "Picking Wild Flowers."

The Invitation forms are arranged especially for juvenile functions.

ALSACE LINEN

New and Snappy

One of the smartest conceits in writing papers shown this season is a small check of dainty pattern, beautifully finished and made in all the fashionable sizes. Shown in ream goods and in papeteries. The decorative feature of the boxes is in a novel and artistic treatment of Gold and Colors.

DANCE PROGRAMS CRANE'S LINEN LAWN

Appropriate and artistic designs, on three ply Linen Lawn cardboard of the latest Paris colorings. Stamped in gradation of color from steel dies.

May be had with plain edges or gold beveled edges and with all the appropriate combinations of colored borders.

Our representatives and sales branches are fully equipped to show all the latest productions

Eaton, Crane & Pike Company

PITTSFIELD, MASS.

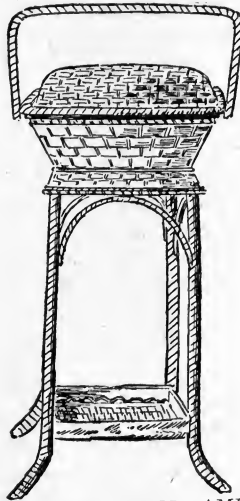
New York Office, Brunswick Building, 225 Fifth Ave.



Novelties for the Trade

HOLIDAL NOVELTIES

The Holiday Catalogue of the American News Company, 9-15 Park place, New



FANCY WILLOW STAND—AMERICAN NEWS COMPANY.

York, is a book of 160 pages, which is filled from cover to cover with the latest novelties, innumerable lines of fancy goods, games and everything suitable for gifts for the holiday season. A copy of the catalogue should be in the hands of every stationer as the company's line this year is the largest and best in its history. To enunciate the good things would be to reprint the catalogue, as each class of goods make a remarkably fine showing in the company's showroom. A few of the lines are toilet articles, manicure and shaving sets, work boxes, grass and birch bark novelties, fancy lamps, clocks, papeteries, jewel boxes, games, etc. As was stated



above stationers should write the company for one of its catalogues. Its address is 9-15 Park place, New York.

NEW DESK PAD

A dainty holiday novelty is the "Moreen" desk pad, a flexible, brass cornered pad, having the back heavily padded with an exact imitation of watered silk. These come in six colors, Yale blue, moss green, crimson, silver grey, lavender and black and have blotters in colors to match the pad. They are made in 12 x 19 sizes at \$8.40 per dozen.

Another good value is the No. 50 stiff pad, which comes with brushed brass corners and imitation calf backs. Made in 12 x 19 size at \$7.20 per dozen.

The manufacturer, F. L. Harding, of 508 Broadway, New York, will be pleased to



GOLD PLATED MIRROR—AMERICAN NEWS COMPANY.

send a sample assortment of 12 assorted pads as above on receipt of \$7.50.

AN ATTRACTIVE CALENDAR

One of the notable and attractive novelties, in the way of individual advertising out this season, is a calendar, which is being circulated by one of the youngest steel and copper-plate engraving concerns of the Middle West, C. H. Dungan & Co., Louisville, Ky. Attention is called to the emphasized letters on the left-hand side. The artistic arrangement of combination of coloring on the calendar not only makes it attractive but the unique arrangement of the advertising matter makes it a desired novelty. These are now being circulated among the trade by this progressive and enterprising young firm.

MAXIM SPECIALTIES

The well-known Maxim specialties consisting of an antiseptic telephone mouth-piece, a moistener, a check protector and other patented articles are now the property of the Frank A. Weeks Manufacturing Company, of 93 John street, New



PAINTING THE LILY

We manufacture Carbon Paper that will give thirty clean, clear copies at one writing and we presume that firms may be found who once or twice a year take advantage of this but the vast majority seldom require more than three copies at one writing so they do not trouble their heads about "painting the lily" but still keep on the safe side by using a paper that will readily give six to ten clean, clear copies at one writing. It is not good business to use more than "plenty good enough." We enable our customers to offer "practical quality" at the right price.

We do not sell to the consumer. The trade have made us the largest manufacturers of Carbon Paper in the World.

Manifold Supplies Co.

A. L. FOSTER, Pres. O. G. DITMARS, Vice-Pres.

180 THIRD AVENUE
BROOKLYN, N. Y., U. S. A.

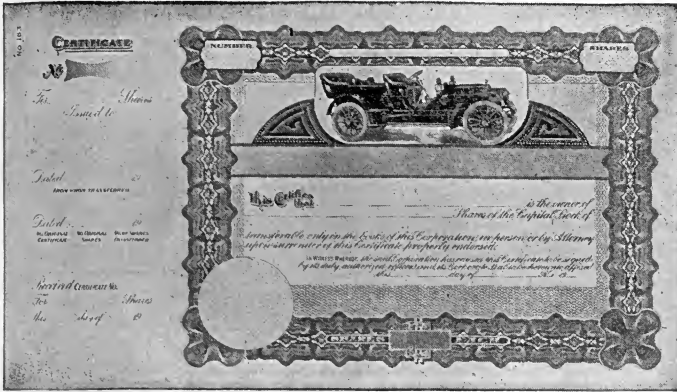
Every Stationer and Printer should have them.

Established 1879

GOES

CHICAGO.

Originators and Producers of The Blanks of Quality.



Reduced fac-simile of one of our 151 styles of Stock Certificates.

Lithographed Stock Certificates and Bond Blanks

The finest and most complete line on the market.

- 151 Styles of Stock Certificates, suitable for every industry and more to follow.
- 15 Styles of Bond Blanks for municipalities and corporations.
- 10 Styles Diploma Blanks for Colleges, High and Public Schools.
- 2 new Styles First Mortgage Real Estate Notes.

Let us figure on your next order for anything special in the line of Posters, Hangers, Show Cards, Labels, Color and Commercial Lithographing of any description.

We aim to serve the Stationer and Printer.
Send for samples and prices.

1912 Calendar Pads, 72 styles and sizes.
Original and artistic designs.

GOES LITHOGRAPHING CO. CHICAGO

WM. F. KROHMER, President

61st and Clark Sts. — WE LITHOGRAPH FOR THE TRADE — Address Dept. A. S.

LAVETTE'S PATENT ENVELOPE

FOR MAILING PHOTOGRAPHS, FANCY CARDS, Etc.
THE OLD STAND-BY SINCE 1891

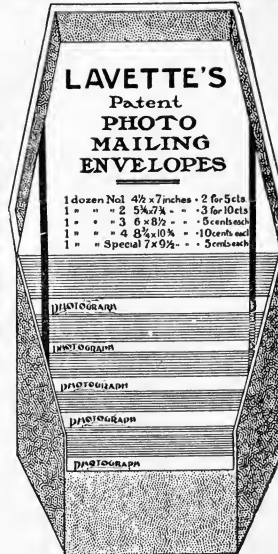
Pays you 150% PROFIT and on which you are PROTECTED

Attention!!

My New Display Box



CLOSED



OPEN

Price per box containing 60 envelopes \$1.75 or 1 doz. each of 5 different sizes.



My New Display Box is handsome, strong and durable, containing (5) five different sizes. 1 doz. each cabinet, or Nos. 1, 2, 3, 4, and special size or (60) of my Patent Photo Mailing Envelopes. It is very attractive, handy and helps the sale of envelopes immensely. Price per box, complete, \$1.75. Should you sell any one size of either compartment you can easily refill same from your reserve stock, always keeping your stock clean. Ever since I first placed my envelopes on the market have at all times maintained but one standard, using the best stock obtainable and strictly adhered to one price to all. My envelopes are not a novelty but the best staple you ever had in stock.

These envelopes are composed of fine 60 lb. Manilla paper, reinforced by two separate pieces of pulp board, one on each side. The cut represents the envelope open with photograph laid in. Fold over back marked B and seal with gummed flaps A.

TRY A BOX

FOR SALE BY ALL JOBBERS
FOR PARTICULARS WRITE TO

H. C. LAVETTE

Patentee and Sole Manufacturer

333 S. Clinton Street, - CHICAGO

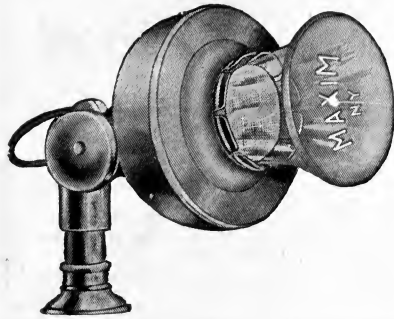
REGULAR STOCK AND PRICES.				No. in Box.
Cabinet Size	4 1/4 x 7 inches	\$10.00 per M.	\$1.00 per 100	100
No. 2	5 3/4 x 7 3/4 "	15.00 "	1.50 "	100
No. 3	6 x 8 1/2 "	25.00 "	2.50 "	100
No. 4	8 3/4 x 10 3/4 "	35.00 "	3.50 "	50
No. 5	6 x 10 3/4 "	25.00 "	2.50 "	100
No. 6	8 1/4 x 11 1/2 "	35.00 "	3.50 "	50
No. 7	8 1/4 x 13 "	35.00 "	3.50 "	50
No. 8	7 x 9 1/2 "	25.00 "	2.50 "	100
No. 9	12 x 14 1/2 "	45.50 "	4.55 "	50
No. 10	9 x 12 "	37.50 "	3.75 "	50

Look up your stock on above, and, if low, send in your orders.
ANY SPECIAL SIZES MADE TO ORDER IN LOTS OF 1,000.
PRICES ON APPLICATION.

York, the sale having been closed up last week. Because of the addition of these new lines and the growth of its business, the Weeks Company has been obliged to take another floor in the building at 93 John street. A few cuts showing some of the Maxim specialties are reproduced herewith.

THE IDEAL DESK BLOTTER

Another "first aid to Santa" is shown by F. L. Harding, of 508 Broadway. This consists of a 12 x 19 desk pad, with brushed



ANTISEPTIC TELEPHONE MOUTHPIECE.

brass corners. The twelve sheets of blotting, each printed with the current month, that accompany the pad, makes this the ideal Christmas gift. Each set is packed in a handsome moss-green box and costs \$9 per doz. sets, with an extra 10 per cent. in gross lots.

Mr. Harding claims, although he cannot

give a man "back bone," he can supply the next best essential "brass."

How Lead Pencils Are Made

The explanation of how it is done is, "according to the feminine idea," as reported by that authority on such subjects, Graphite.

You take a lot of graphite, which is also called black lead, and which is used for stove polish and axle grease and other things, and you mix it with a lot of clay, and then you put it in barrels and pour a lot of water on it and stir it up. Then you take it out and put it in bags and squeeze all the water out, and then you put it in a big iron press and squeeze out miles and miles of what looks like black strings.

Girls take these strings and cut them into pencil lengths. Then these are put in what they call crucibles and placed in a furnace that is hotter than what the ministers preach about.

That is the way the pencil leads are made.

The wooden covers are made of cedar. You take a cedar tree and saw it up in little pieces and these pieces run through a machine that digs a groove in them. Then the leads are put in these grooves and glue is spread over them and another piece of cedar is put on top, so that both are stuck together.

Then the pieces that are stuck together are put in a machine that cuts them up into lead pencils.

MANUFACTURERS of MODERN MERCHANDISE

NEW TRADE MARK OF THE HOGE MFG. CO. WHICH WILL APPEAR HEREAFTER ON ALL THE COMPANY'S PRODUCTS.

Then the pencils are painted and the names printed on them and put in boxes. I forgot to say that what makes some



THIS CUT SHOWS ONE OF THE PRACTICAL OPERATIONS OF THE MAXIM MOISTENER.

pencils hard and some pencils soft is that the soft ones have more graphite in them than the hard ones.

"Aviator"

A new pencil to retail at a popular price. Round only—Stamped in Gold and finished in a beautiful turquoise color. Supplied in 12 degrees; 6H, 4H, 3H, 2H, H, HB, F, B, 2B, 3B, 4B, 6B. Packed 1 Dozen to the Box, 12 Boxes in a Carton.

LIST, ALL DEGREES, PER GROSS, \$10.00
LIBERAL TRADE DISCOUNT

The finest grade pencil at the price and splendid for School, Commercial and Artists' work.

Made by L. & C. Hardtmuth, manufacturers of the "Koh-i-noor" Pencil, which is sufficient to evidence their goodness.

Imported and For Sale by

FAVOR, RUHL & COMPANY

49 Barclay Street

NEW YORK

Samples on Application

S. A. of N. Y. to Meet

The Stationers' Association of New York will resume its regular monthly meetings on Monday evening, October 23. The first one of the fall season will take place at the Arkwright Club, 320 Broadway, at 6 o'clock, at which time the regular dinner will be served. Members and their employees are invited to be present. A discussion of the "Cost of Doing Business" will follow.

Tower—Dan Cupid—Dannreuther

Mr. and Mrs. David A. Tower have sent to their numerous friends cards announcing the forthcoming wedding of their eldest daughter, Anna Rogers, to Dr. Walter Taylor Dannreuther, on the evening of Thursday, the 26th inst., at 151 West Seventy-ninth street, New York City. After December 1 the happy couple will be at home at the Ormonde, Broadway and Seventieth street, New York City.

A \$2,500 Ink Display Case

The Thaddeus Davids Company, of New York, has secured the exclusive privilege to display inks at the Business Show, which opens next Monday night, October 23, in Madison Square Garden, New York. The success which attended its exhibit last year has induced the company to again take considerable space for its exclusive exhibit.

Those who visit the show should not fail to see the Davids' display, as it will this year be more noteworthy than ever, the many different products of the company being shown in a display case that cost the company \$2,500. In addition to the attractiveness of its exhibit, which will be well worth seeing, the company will give away thousands of free samples of its inks.

To be successful in the stationery business it is necessary to know something more than the price of the goods. The merchant or clerk should know positively about the quality. He should know where the goods are produced and what conditions affect the market.

"SWAN SAFETY"

THE PEN OF QUALITY.

M. T. & Co. Gold Pen
Ladder Underfeed
Gold Pop Feed
Pat. Screw Cap

Durability
Reliability
Simplicity
Security

ABSOLUTELY
NON-
LEAKAGE

NO RODS OR
VALVES TO GET
OUT OF ORDER

Millions
of people
are to-day
reading in the
national periodicals,
magazines and
newspapers of the
Special Features of the

"SWAN SAFETY"

Connect up with the publicity we are giving
"SWAN SAFETY."

It means sales
and profits to
every dealer.



PROVE THE
SUPERIORITY
OF THE SWAN
SAFETY FOR
YOURSELF

LET US SEND
YOU A SAMPLE
FOR EXAMINATION
AND TEST.
ISN'T THIS FAIR?

PRICES \$2.50 UP

QUALITY AND HANDSOME PROFITS

MABIE, TODD & CO.

209 South State St.
CHICAGO

17 MAIDEN LANE, NEW YORK

124 York Street
TORONTO

**We Have Moved Our Brooklyn Factory and
New York Office and Salesrooms to**

316 HUDSON STREET (Near Spring Street)

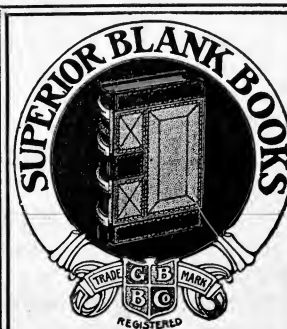
OUR NEW TELEPHONE NUMBER IS 7697 SPRING

A Complete Stock of All Numbers on Hand

GRESHAM BLANK BOOK COMPANY

"SUPERIOR" BLANK BOOKS

316 HUDSON STREET :: NEW YORK



TIMELY CARDS

As a Means of Arresting Public Attention
Athletic Contests Are Good Subjects for
Window Cards—Some Examples.

The absorbing interest shown in the World's Champion Baseball Series now being fought out between the Giants of New York and the Athletics of Philadelphia might have been seized on by stationers as a good subject for window cards. In New York City a number of merchants in various lines did make some capital out of the contest by pasting in their windows big score blanks on which they filled in the score by innings, the results being telephoned in by one of the boys who had been sent to watch the newspaper bulletins. While perhaps but little business can be traced to this publicity, still such schemes all help to make one's store known, so that when a man needs stationery he doesn't have to wonder where the nearest store is. That there is an advantage in this can be testified to by almost everyone, as it is a matter of common experience that we for years pass stores even in our own neighborhood without being aware of their existence until some unusual occurrence forces us to take notice of them.

Instead of waiting in the old-fashioned very respectable style for customers to find you out, the modern method of merchandising is to force every passerby to at least take a look in. Timely cards of current events are a great help in this direction.

THE WORLD

Is interested in everything new—we have everything up to date in our line.

CHAMPIONSHIP

Means leadership, and that word defines our position in the stationery trade. We invite investigation of our claims.

BASEBALL

Is the great national outdoor game. We have a stock of indoor games that afford a lot of amusement.

SERIES

Means "a succession of events of like relation." By trading with us you are assured of a series of delightful experiences.

BETWEEN

Hallowe'en and New Year's lies the Great Holiday season. Our new line is now on view for the benefit of early buyers.

GIANTS

In trade grow from an army of satisfied customers. We are trying to be a Giant—see for yourself!

AND

Is the most used conjunction in the English language. We would have to use it many times in enumerating all the articles we carry.

ATHLETICS

Is a branch of human endeavor not generally associated with the Quaker disposition. We sell athletic goods to all kinds of men.

Loose Leaf Reorganization

It will be of interest to the trade in general to learn of the recent reorganization of one of the largest and foremost concerns engaged in the manufacture of loose leaf goods for the trade.

The Stationers Loose Leaf Company, of Milwaukee, Wis., and New York City, as is generally known, was organized about six years ago as the wholesale department of the H. C. Miller Company, and was to a degree controlled by the stockholders and members of the last-named corporation.

H. C. Miller was there at the beginning of things in the loose leaf field and is one of the pioneer designers and inventors of these devices. Naturally the first outlet for the manufacturer in the early days of the loose leaf business was directly to the consumer, with the dealer who at first was rather skeptical as to the permanency of the business as the ultimate goal. The original introduction of loose leaf devices by the first manufacturers directly to the consumer or user resulted in a demand on the local stationer, and as a consequence the loose leaf department is now a feature of every commercial stationery store.

In order to devote himself entirely to the larger and wider field Mr. Miller has withdrawn from the old firm, and has by purchase acquired control of the Stationers Loose Leaf Company which will henceforth be conducted as an individual concern. The reorganization will result in a greatly enlarged business and increased

facilities in the manufacturing department.

The selling end will also be increased so that the entire territory can be covered with greater regularity and more frequently than heretofore. E. C. Hauelsen, one of the original salesman for the company, but for the past two years in other fields has rejoined the organization, and will cover the Central West. C. M. Newins continues as New York City salesman, while A. H. Breuel, now in charge of the New York City and Eastern territory, has been appointed sales manager, and will devote his energies to the up-building of the business in general.

A New Rubber Manufacturing Co.

A new rubber manufacturing concern that has just entered the field is the Kabus Rubber Company, which was recently incorporated under the laws of the State of New Jersey, capitalized at \$150,000. One three-story factory building has been secured by the company at Elizabeth, N. J., and others will be added later on.

The officers of the new company are Ferdinand Kabus, president; J. Oliver Thorp, secretary, and L. Pohl, treasurer. Mr. Kabus is well known to the trade throughout the country, and for that reason needs no introduction. His associates, however, while older in point of trade connection, have been on the practical side of the industry, and have been within doors most of the time, Mr. Thorp, for instance, having been for twenty-five years superintendent and chemist of the largest and most important rubber factories in Europe and America. Mr. Pohl has been an assistant superintendent of a big factory for the past seven years.

From the above data in regard to the personnel of the company, it will be seen that the new enterprise starts with the best possible equipment in the way of experienced men.

The Kabus Rubber Company will make stationers' rubber goods, such as bands, erasers, etc., and will also manufacture druggists' sundries and other lines. As it has installed the most up-to-date machinery in its factory, the company is in a position to turn out a large product at prices which they say will interest the trade. On or about January 1, 1912, the company will open offices in Montreal, San Francisco, Mexico City and Havana.

The New York address of the Kabus Rubber Company is 44 to 60 East Twenty-third street.

Every man should take an inventory of himself, and the oftener the better.

An order taker is not far advanced from the slot machine, except that it moves about.

FANCY GOODS

Selected lines of Fancy Goods specially adapted to the Stationery trade

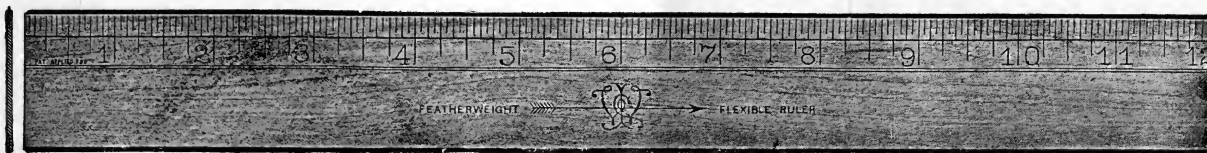
A. L. SALOMON & COMPANY

[Wholesale Stationers Aluminoid Pens

345-7 BROADWAY, NEW YORK



THE FEATHERWEIGHT FLEXIBLE RULERS



Entirely New—Flexible Ruler, Check Cutter, Book Mark and Leaf Cutter. Made of carefully selected Hard Maple and White and Black "Flexite," a material more flexible than rubber. The Wholesale Trade handling these goods will be supplied with special imprint circulars descriptive of same.

WE SELL TO THE JOBBER ONLY. WRITE FOR CIRCULAR AND PRICES.

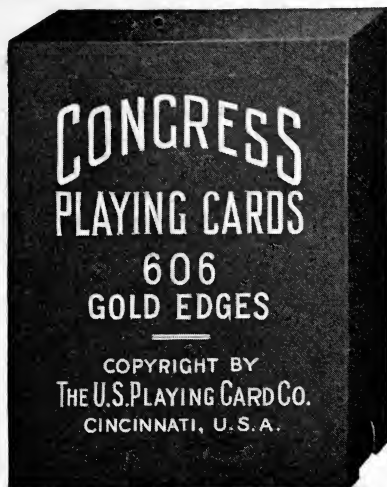
WESTCOTT-JEWELL COMPANY, Ruler Makers, SENECA FALLS, N. Y.

OUR LINE OF SCHOOL AND OFFICE RULERS IS COMPLETE. HAVE YOU OUR ILLUSTRATED CATALOGUE? IT IS TO BE HAD FOR THE ASKING. W. S. TUTTLE, GEN'L SALESMAN.

606. CONGRESS

PLAYING CARDS, GOLD EDGES.

Ivory or Air-Cushion Finish. Club Indexes—Ideal for Bridge.



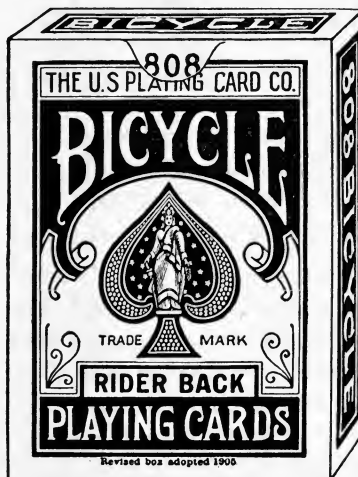
Look for the name "Congress" on every box.

Each season we issue twelve new original art designs, other favorites are revised, some backs dropped—CONGRESS designs are thus kept modern and salable.

808. BICYCLE

PLAYING CARDS.

Ivory or Air-Cushion Finish.



Reduced size cut of Bicycle box.

Special skill and years of experience have developed their matchless playing qualities.

No strain on the eyes to see BICYCLE CLUB INDEXES.

75 CONGRESS designs, actual cards, are shown on a handsome folder—write us and we will send by return mail, FREE OF CHARGE. You can then make up your CONGRESS order—designs of your own selection.

THE UNITED STATES PLAYING CARD COMPANY, Cincinnati, Ohio.

THE AMERICAN STATIONER

ESTABLISHED 1874

DEVOTED TO THE INTERESTS OF THE

Stationery and Fancy Goods Trades

PUBLISHED EVERY SATURDAY

BY THE

LOCKWOOD TRADE JOURNAL COMPANY

150 Nassau Street, New York.

C. H. JONES, President. L. E. JONES, Secretary.
G. W. JONES, Treasurer.

Entered at New York Post Office as second class mail matter

TERMS OF SUBSCRIPTION

One Year.....	\$2.00
Six Months.....	1.00
Three Months.....	.50
Canada and Foreign Countries per year.....	3.60

Remittances may be made by draft, express or postal money order, or registered letter.

Telephone	Cable Address
4603 Beekman	Catchow, New York

Western Publication Office—431 South Dearborn Street, Chicago.

New England Office—127 Federal Street, Boston.

London Office—S. C. PHILLIPS & Co., 47 Cannon St.

THE AMERICAN STATIONER is the pioneer publication in its field and has long been the Recognized Organ of the Stationery and Fancy Goods Trades of the United States and Canada.

Its bona-fide circulation is more than twice as large as that of any other stationers' journal in the United States.

Abraham Book Company, Rocky Mount, N. C., writes: "We take pleasure in sending our check for subscription. We just feel that we could not do business without THE STATIONER."

OUR CONVENTION NUMBER

Owing to the holiday last week, Columbus Day, the issue of The Stationer did not reach all its subscribers on time. A delay of this kind is unusual in the experience of our readers, but this time the combination of a holiday, an annual convention and a printers' half-holiday on Saturday was too much even for us.

CONVENTION RESULTS.

Judging from the reports of those who attended the convention of the National Association last week, the meeting was a big success, as nothing but enthusiastic expressions of approval have been heard. Even those from cities that put in a bid for the next convention do not harbor any grouch, as they realize that Mr. Ellick, the man from Omaha, saved the day for all the delegates, lifting them as he did out of a very bad dilemma. As the convention would have soon been at a deadlock with the forces divided in their preference between Denver and

Springfield, Mass., the speech of Mr. Ellick was a genuine inspiration which converted the contestants as if by magic. It was scarcely ended when all voted in favor of making Omaha the location of the 1912 convention. It was a happy solution of what looked like trouble.

While the selection of Omaha was the sensational event of the convention, it was really only an incident, but now that it has happened, all see in it a lucky hit that is going to redound to the benefit of the national organization. The fact is that with a Western city as the point of meeting the stationers west of the Mississippi will want to make it a big success, and this they can do only by joining the association and demonstrating that they are as much interested in the work of the organization as are their brother stationers of the East. Their spirit of hustle and local pride will no doubt impel them to set a high watermark in association work. With the Western men interested the future of the association is assured.

That all members of the association should feel proud of the year's record a reading of the proceedings will testify. The reports of the officers, that of the National Catalogue Commission, and those of the Standing Committees embrace an immense amount of valuable material for which all stationers should be thankful. A reading of the reports should make many new members for the association, as it is inconceivable that any member of the trade should want to withhold his support from the organization that is doing so much in his own benefit.

The new officers of the association are capable, representative men who have all made successes in their various lines. They are thoroughly practical, and in every way well equipped to manage the affairs of the association. President Lockwood is a man with a national reputation, and is known as a practical, hard working business man. That he will apply these same traits to the work of the association, and with good success, there is no question. His successful career in the trade testifies to the character of the man. He cannot, however, make his administration notable without the co-operation of every member of the trade. It is due Mr. Lockwood and his associ-

ates that all members co-operate with them in every way possible.

ROUNDABOUTS

BY THE TRADE LOUNGER.

I. P. Denison, formerly with the C. S. & R. B. Company, of Chicago, is now with the Irving-Pitt Manufacturing Company, of Kansas City, Mo., and New York offices at 54 Franklin street. The change might be termed a fitting one, as the two—Denie (which is his pet name in the trade) and the company he has gone with have the same initials. It will be Irving-Pitt Denison hereafter, but wait until he and "Uncle" George come together. It is hoped that it won't be in Milwaukee, St. Louis or at any other famous "watering" place.

One of the most interesting news developments heard at the convention last week was that the Hon. William E. Smith, of the L. E. Waterman Company and the Aikin-Lambert Company, was going to Chicago to have charge of the former concern's office there. When spoken to about the matter Bill said he had about cleaned up everything around New York and Jersey City and that he had reached the point where a city like Chicago was none too large for him. Wherever he goes he will be the same Bill and friends will be waiting for him in Chicago, and almost as numerous as those he leaves behind.

The following story is for "fans" only:

Last week it so happened that William R. Owens, traveling salesman for the Stuart Brothers Company, of Philadelphia, had been drawn on a jury and the very day of the first big ball game he was subpoenaed to report. He was in a quandary, for next to taking an order, Mr. Owens would sooner take in a baseball game than anything else. And when a national championship is to be decided—well no fan needs suggestions to understand how Owens felt.

His decision was a triumph. Every good salesman must understand human nature. Judges are human. Owens reached this conclusion. So he gravely asked His Honor to be excused.

"And what are your reasons?" asked the judge who had just refused the pleas of quite a number anxious to escape jury duty.

"I want to see the baseball game," said Owens frankly. The judge looked half amused, half severe. The court criers gasped.

"Yes," continued Owens, "I am a traveling salesman, also a fan. As a salesman I invited a few of my customers to town to take in the big game. I'll be in an awful fix if I have to look at the jury box instead of the pitchers' box."

Owens saw the game; ditto his friends.

BROKEN CONTRACTS

The Legal Remedies Stated in Two Typical Cases That Came Under the Experience of a Western Engineering House.

The inquiries printed below, together with the answers thereto, will, no doubt, interest the trade, as all large houses have been sufferers in like manner, due to the breaking of contracts on the part of their employees. That there are legal remedies for the various kinds of infractions will be seen by Mr. Buckley's an-

tract with him for two years. He worked for several weeks and then dropped out and took up employment with a concern in another state. We served notice on the party making the contract that we would require him to return and fulfill his obligation, and also served notice on the firm employing him that we would hold them responsible.

CASE No. 2.

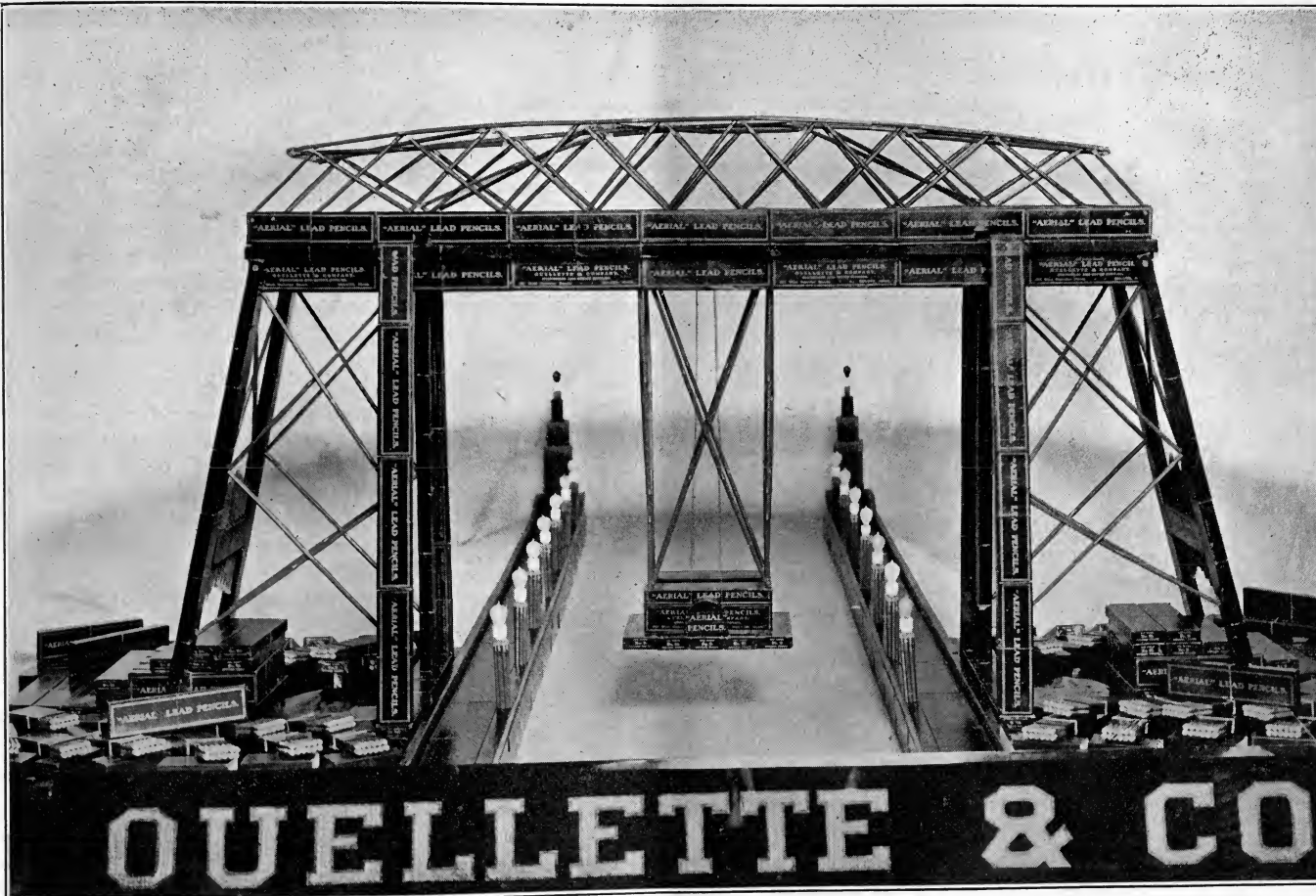
In another instance we had an apprentice who had agreed to work for a term of two or three years, the contract being signed by the apprentice and his mother as well, but he jumped his contract after several months and went to work for another firm under substantially the same conditions. This firm was also located in another state.

A Unique Pencil Window Display.

The illustration herewith shows the clever window display of Ouellette & Co., Duluth, Minn., of the pencils and pencil boxes of the Joseph Dixon Crucible Company, Jersey City, N. J. It has attracted wide attention, and is striking and unique.

The display is a miniature facsimile of the aerial bridge at Duluth, every detail being brought out from the upper works to the gear boxes in the car beneath, together with the canal and electric lighted way.

Alfred E. Ouellette is the designer and maker of the original display, and it took



A WINDOW DISPLAY OF DIXON PENCIL AND PENCIL BOXES MADE INTO A FACSIMILE OF THE AERIAL BRIDGE AT DETROIT, MICH.

swers. The two questions stated are:
Mr. Elton J. Buckley,
c/o AMERICAN STATIONER,
New York City.

Dear Sir—We read your legal articles with considerable interest whenever they appear in THE STATIONER, and were particularly interested in the article in issue of September 30, relative to labor contracts. If it is not violating the proprieties for you to give opinions on special cases either by a letter to us or through the columns of THE STATIONER, I would like to know if the law you cite could have been enforced against the party who broke his contract or the party who subsequently employed him in either of the following cases:

CASE No. 1.

In one instance we brought an engraver here from a different city and made a con-

In both instances we served notice on the employers and in both instances we placed the case with an attorney to file suit, but in neither instance were we able to accomplish anything. What I would like to know is the particular law you had in mind when you made the statement in your article that an action would hold against a party subsequently employing another who has broken his contract. The attorneys we employed were unable to enforce any such statute. There is an old statute in Kentucky which reads as follows:

"1349, Kentucky Statutes. If any person shall wilfully entice, persuade, or otherwise influence any person or persons who have contracted to labor for a fixed period of time, to abandon such contract before

him several weeks to work out all the details of its construction. It is electrically operated from a motor in the store basement. By an automatic device the cord is gripped and the car drawn the length of the bridge, just as is done on the original. The operation is repeated when the cable gets back into position.

The aerial pencil is especially made for Ouellette & Co., and is proving a ready seller. The display has increased their sale.

W. Hawthorne & Co., of Cornwall, Ont., Can., in his newspaper advertising says, "buy all your school supplies from us and receive a present at Christmas time."

(Continued on page 22.)

LEATHER GOODS

The Committee on That Subject Finds That They Do Pay, but on Novelties There Is a Big Difference of Opinion.

(Report Read at the Convention.)

In reviewing the several reports on leather goods and novelties, which have been made at former conventions, it would seem to the present chairman of this committee, that material upon which to build such a report, has become nearly, if not, quite exhausted.

Conditions remain about the same, and to produce a respectable or an acceptable paper on these particular subjects, would require repetitions of ideas and suggestions, which have already been given and published.

On behalf of the committee, I wish to thank our secretary Mr. Byers for his assistance, by sending a circular letter to stationers generally, containing six questions, for information concerning leather goods and novelties.

There were thirty-one replies, most of which were favorable to the handling of leather goods, as profitable, but more particularly men's goods, such as brief-cases, collectors' wallets, bill books, bill rolls, pass cases, etc. The sale of brief-cases is bound to increase very fast, as the vertical filing of legal documents is becoming quite general. Pass cases are used very extensively for identification cards, and a good assortment of these will be found salable.

LEATHER GOODS DO PAY.

It is the consensus of opinion that leather goods do pay, but to what extent, depends upon business location.

We are pleased to note, that many of the stationers were too busy to answer the questions, except in monosyllables, not even taking the time to sign either name, firm or corporation.

There seems to be a wide diversity of opinion or judgment as to what percentage should be marked off when taking inventory. The answers to this question range from "No discount to 25 per cent." One answer "For damage only" seems the most reasonable, as values and styles of this class of leather goods do not change very materially from year to year. If in inventorying, any pieces are marked down, for either damage or depreciation or being shop worn, they should be separated from the other stock and be placed on a bargain counter once or twice a year, particularly just before or after the holidays with a sign reading similar to this, "Closing Out These Odd Pieces of Leather Goods at Cost." Then do as the department stores do, add to actual cost, your cost of doing business and you will get a little profit out of your depreciated goods without knowing it. It is surprising how much stock can be disposed of in this way. Not meaning to disgress from the subject, this is a good scheme for getting rid of odd blank books, memorandum books, loose leaf books, in fact, any shop worn or damaged goods. I am suggesting this from my own experience. The first three months of this year, we turned into money, several hundred dollars worth of this class of goods, the lot aggregating considerably above cost.

There are always "bargain" hunters, even in the stationery line, and a whole lot of others to whom the word "bargain" appeals.

CAN COMPETE WITH DEPARTMENT STORES.

There seems to be little difficulty in competing with department stores, as far as prices are concerned. From reliable information received, they mark all leather

goods, from 50 to 100 per cent. above cost. Never less than 50 per cent. The principal trouble seems to be in convincing the public that the only one to buy this class of goods of is the stationer, he being always reliable. One advantage we have or should have over the department stores is that our salesman or clerks generally have more experience, a more thorough knowledge of the goods, and certainly ought to be able to compete with the little maid behind the counter who gets three or four dollars per week.

WHAT DISCOUNT TO THE DEALER?

Question No. 4 reads, "What discount do you think is fair to the dealer?" As few leather goods are listed, generally being bought net, this question no doubt means, "What percentage of profit is a dealer entitled to?" Some of the answers to this question are certainly amusing, if not worthy of serious consideration, they varying from 20 per cent. to 50 and 10 per cent. One concern thinks a profit of 50 per cent. ought to be right, and yet, in inventorying takes off 25 per cent. for depreciation. Another says, "Nothing in leather goods pays." They think one-third added to the cost should be profit enough, and 10 per cent. for depreciation. Still another states that $33\frac{1}{3}$ per cent. from a proper retail price with 10 per cent. for depreciation. None of the above state how often they take inventory. One reliable Chicago stationer gives 20 per cent. as a satisfactory profit. They handle men's goods only, watch their stock very closely and have little or no depreciation.

"MONEY SHOULD BE DOUBLED."

But, the larger number of answers read 50 per cent., which we presume means from the retail price. We think the most sensible answer is from a well-known Boston stationer, "Money should be doubled." There is such a wide range in quality, styles and prices, that an average of 100 per cent. should be obtained without fear of competitor or customer. Goods of this character are usually sold on their merits, price cutting little or no figure, if the purchaser can be satisfied.

Salesmen should have a thorough knowledge of the different kinds and qualities of leather as well as construction. Goods well shown are half sold before the price is given.

As to displaying of stock, there were but few answers. No better way than trays in show cases being suggested.

DO NOVELTIES PAY?

Opinions seem to be about equally divided, as to whether novelties pay a real profit or not. To handle them successfully and profitably, the stationer must have the right location, and where window advertising can be done to advantage. Under the most favorable conditions one thing is absolutely certain, they must be handled with a great deal of care and anxiety.

(Signed) WILLIS P. WHITING,
Chairman, Committee on Leather Goods
and Novelties.

BROKEN CONTRACTS

(Continued from page 21.)

said period of service shall have expired, without consent of the employer, he shall be subject to a fine of \$50 and be liable to the party injured for such damages as he or they may have sustained."

Our attorney urged this on the court in one case, but it was held that that law was passed shortly subsequent to the Civil War and that the law makers had only in

mind domestic help. It may have been only one of the absurd decisions of the courts, but it was final nevertheless.

Business people are interested in such articles as yours of September 30, and I would like to have you state in THE STATIONER or in the enclosed stamped envelope, if possible, just what legal relief is available in such cases. With respect,

Yours truly,

(Signed) HARCOURT & CO.

A. HARCOURT, President.

Louisville, Ky., October 3, 1911.

Kentucky's Attitude on Labor Contracts.

Answer—You have the misfortune to live in a State that doesn't take a very broad view of these contract cases. In the original article, I referred to certain States that allowed an action against a third person for interference with the contracts of others, only when it was a contract for something like domestic service. Kentucky is one of these States, and if there is any such remedy in Kentucky, it must be under some statute. The statute you reproduce is such a statute, but the court probably felt itself compelled to take the narrow view of it by reason of the presence of the word "labor." In law this has a definite meaning which does not include all forms of work.

With the above preliminary, let us see what we can do with your two cases:

Case 1—It is probable that here your only action would be for damages against the employee. You could not compel him to return to you, and you could not even enjoin him from working for some one else, unless you could prove that he was of unusual and remarkable capacity, and could not be replaced. You could, however, sue him for the damages he did you by breaking his contract. As to his new employer, if you lived in any State but Kentucky and a few others, you could also proceed against him for damages if you could prove that he induced the employee to violate his contract, or if he continued to employ him after you advised him that a contract existed. Under all existing circumstances, it appears that you have no action whatever against him.

Case 2—The enticement of apprentices away, or the harboring of them, is a more serious offense, and any third person who does it, even without knowledge of the contract, can be sued for damages in almost any jurisdiction. In some States he can also be prosecuted criminally. Just why these remedies were not applied in your case, of course I do not know.

Gossip is the pastime of small souls, charity the need of great ones.

In order to be happy ye need three things: suthin' to do, suthin' to love, 'n' suthin' to hope fur.—"Uncle Asa," in "The Castle Builders."

R.W. WHITNEY FOUNTAIN PENS

**They Sell Easily
At a Good Profit**

Whitney Fountain Pens are perfect writers, that's why they sell so easily. They can't leak ink through the feed bar or "sweat" at the screw joints. The ink flows only when you write and then evenly without bubbles or blots. Pen is 14 Kt. gold tipped with Russian Iridium.

The Guaranteed Pen

We make good for any defects within one year from purchase. This written guarantee protects you and your customers.

The Whitney Line

Whitney Fountain Pens are made in eleven sizes and fifteen styles, selling from \$2 to \$7—a most attractive assortment, including Regular, Self-filling and Safety models.

The pen illustrated here is our No. 4 Non-Leakable. It may be carried in any position in pocket or baggage without danger of leaking.

Live Dealers Wanted

We furnish dealers with a variety of sales aids as well as display cases, and allow a large commission. Each sale makes others. Write at once for our special proposition to dealers—it's a money-maker.

THE WHITNEY-RICHARDS CO.
247 W. Superior Ave., Cleveland, O., U.S.A.

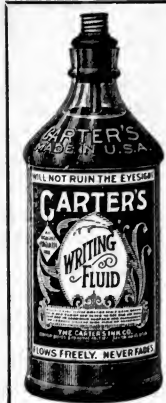
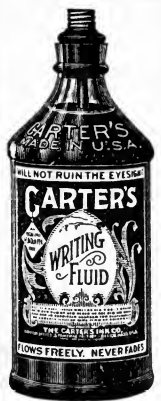


Cooperation with the Dealer

is the groundwork of the plan for selling

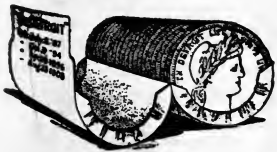
Carter's Inks

Sterling goods put up in attractive packages with aids for the dealer in featuring them insure a steady profit from your ink counter.



Feature Carter's

Mr. Stationery Dealer Don't Miss Your Share



of this trade. We will help you get it by furnishing you imprinted advertising matter of our products FREE

Write us to-day.

The Detroit Coin Wrapper Co.

Detroit, Mich. Toronto, Ont.

N. Y. Silicate Book Slate Co.

20-22-24 Vesey St., New York.



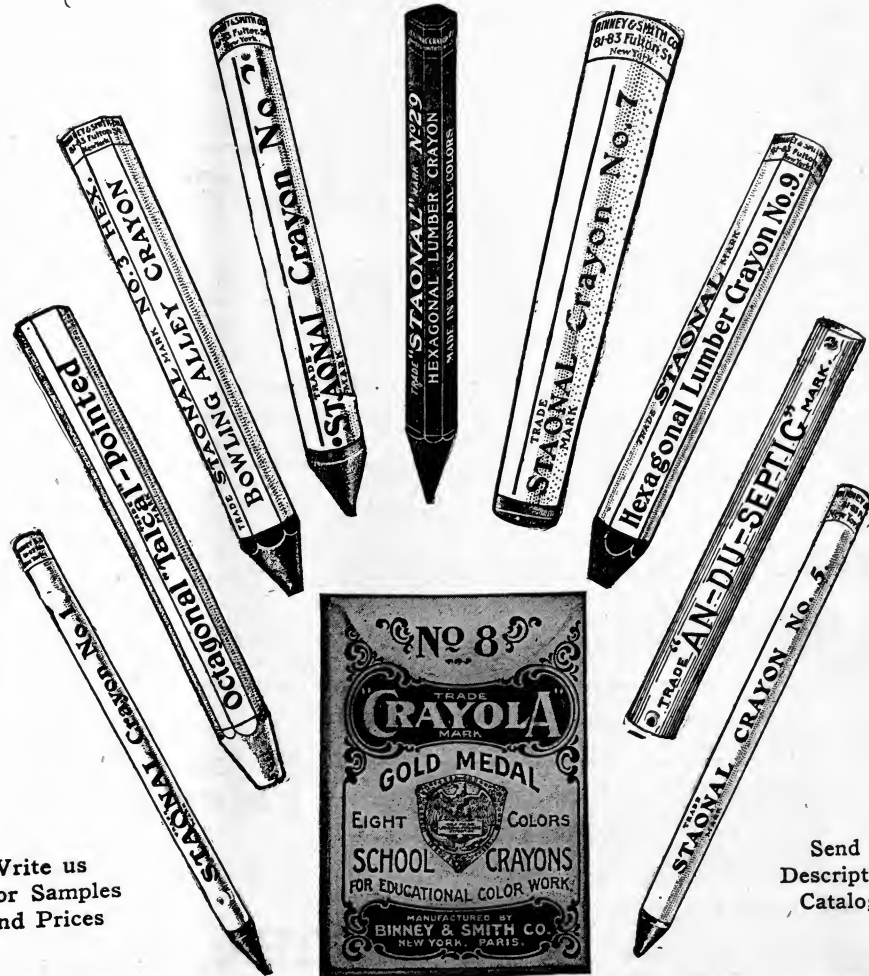
Used in all the public schools of New York for thirty-six years, and most all the Boards of Education in the principal cities. Send for illustrated catalogue, 40th edition, on Silicate wall, roll and revolving blackboards, slated cloth, black diamond slating, book slates, erasers, crayons, crayon holders, easels, blackboard plate in slabs, dividers, pointers, stone slate blackboards, etc. Manufactured only by the NEW YORK SILICATE BOOK SLATE CO. 20-22-24 Vesey Street, NEW YORK

Factory

N. Y. Silicate Book Slate Co.

631-633 Monroe St., Corner 7th St., Hoboken, N. J.

CROWNED WITH EXCELLENCE



Write us for Samples and Prices

Send for Descriptive Catalogue

BINNEY & SMITH CO., 81-83 Fulton St., NEW YORK

ACTIVE IN CHICAGO

All Branches Join in the Report That Business Is Fully Up to the Standard for This Season.

Western Office, THE AMERICAN STATIONER, 431 So. Dearborn St., CHICAGO, October 16, 1911.

Chicago stationers still continue to report active trade conditions. With few exceptions, business is reported fully up to standard. Transient trade is more or less intermittent, depending on the weather, but when there is a falling off in one department it seems to be made up in others. Office furniture and supply houses say that trade is quite satisfactory.

ENTHUSIASTIC OVER CONVENTION.

Voyageurs to Buffalo to the convention of the National Association of Stationers and Manufacturers commenced to arrive home Saturday, and were unanimous in their expression of approval of the meeting, and enthusiastic in their comments of the treatment received while in Buffalo. The trip by boat from Detroit to Buffalo, which was planned by the Chicago party, was called off for the very good reason that there was no boat for Buffalo on Sunday afternoon. The party therefore proceeded by train.

Charles A. Stevens was among the first to return home, being anxious to take up the reins of business as soon as possible. Mr. Stevens said that the meeting was undoubtedly the best ever held, from the standpoints of attendance, interest and accomplishment. The utmost good feeling prevailed, and the proceedings were not marred by any unpleasant features. The entertainment features of the gathering were all that could have been asked, and guests are unanimous in their praise of the committees and laymen having charge of and assisting in the various programs.

Among those who have returned from Buffalo are A. H. Childs and wife, E. Y. Hordes and daughter, R. B. Wilson and wife, Charles S. Stevens, E. C. Loomis, Fred Buetenschein, Sam Mayer and Joe Hildreth.

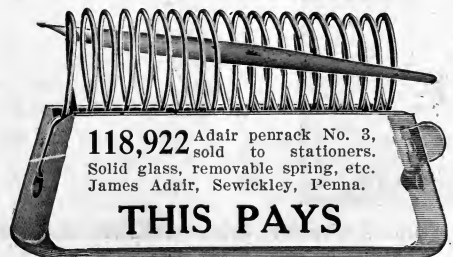
HARTSHORN SHADE ROLLERS ARE NEVER DEAD STOCK



Notice name on label and be sure you get the genuine

STEWART HARTSHORN CO.

Office and Main Factory, E. Newark, N. J.



118,922 Adair penrack No. 3, sold to stationers. Solid glass, removable spring, etc. James Adair, Sewickley, Penna.

THIS PAYS

PLEASED WITH CHOICE OF OMAHA.

The naming of Omaha as the place of the next meeting came as a surprise to many, but seems to be quite satisfactory. Undoubtedly there will be a large attendance from here.

Robt. D. Patterson, the well-known St. Louis stationer, accompanied the Chicago party returning from Buffalo, who arrived here Saturday, and remained over for a short visit with friends.

G. S. Davis, engaged in stationery lines in Cedar Rapids, Iowa, was here on a buying visit the middle of last week.

The pleasing information was received here last week that the Samuel C. Tatum Co., of Cincinnati, now has a brand new assistant sales manager, weight $7\frac{3}{4}$ pounds, born October 6. It goes without saying that Sales Manager O. J. Timberman is very proud of his assistant, and is prophesying a great future for him.

Clarence G. Wilson, representing the Saugerties Mfg. Co., Saugerties, N. Y., was calling on the trade last week.

W. R. Watts, a stationer of Carberry, Ill., was on a purchasing expedition to the city the middle of last week.

IT'S IRVING PITT DENISON NOW.

I. P. Denison, whose initials just fit the job, who formerly was with S. D. Childs & Co., and later with the C. S. & R. B. Co., has accepted a position with the Irving-Pitt Mfg. Co., Kansas City, and will travel in Eastern territory for that concern.

Chas. Shearman, representing the National Blank Book Company, is traveling on the Pacific coast. Word from him reports that while going from Spokane to Portland the train encountered a snow storm in the mountains.

J. T. Moss, a stationery dealer of St. Mary's, Kan., was buying goods here last week.

E. W. Babcox, advertising manager of the Yawman & Erbe Mfg. Co., is expected to arrive here from Rochester on the 18th, and will remain for about three days. Mr. Babcox is billed for an address before the "Ad" Men's Club at Indianapolis tonight.

HALLOWE'EN GOODS ON DISPLAY.

Hallowe'en offerings are being liberally displayed in stationery and department store windows, and present a wide range of articles appropriate for the celebration of the night.

The following are scheduled to appear in Chicago, on the dates given: C. F. Wellenkamp, representing Alfred Field & Co., New York, October 18; Mr. Kneeland, representing G. T. Satterley, Philadelphia, October 18; Edwin Hillyer, American Hard Rubber Co., New York, October 20; J. E. Colton, of the typewriter paper department of the Eaton, Crane & Pike Co., Pittsfield, Mass., October 20. THOMPSON.

Brains, capable of originating, in combination with character, always were and always will be the highest priced rental product in the world.

BIG BARGAINS (In Regular Goods Not Job Lots)

7,500,000 IMPORTED

POST CARDS and BOOKLETS

Christmas, New Year and Birthday. Over five thousand designs are now being offered to the trade at prices far below their value by the old reliable firm of

Established 1865 **JOSEPH KOEHLER, Inc.** Forty-six Years at the same stand
150 PARK ROW 2 doors from Pearl Street NEW YORK CITY
WE HAVE NO BRANCHES Write for Free Rack Offer Call or send for Catalogue



MANN'S COPYING BOOKS AND PAPER

Established Lines to Meet Every Requirement
Exclusive Agencies Will Be Established

WILLIAM MANN COMPANY, Manufacturers
PHILADELPHIA

**If it's Anything in the Line of
Paper for Stationer or Printer**

WE HAVE IT

CARTER, RICE & CO., Corporation

BOSTON, MASS.

EUREKA EYE SHIELD

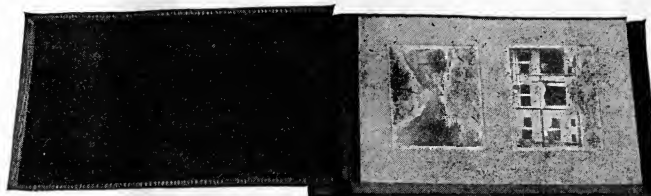
SAVE YOUR BREAD WINNERS

The Eureka Eye Shade

protects the eye on all sides. Made of Green Celluloid, neatly bound. Costs 25c each. Sold by all dealers. Manufactured by Chicago Eye Shield Co., 128 So. Clinton St. Chicago, Ill.



TATUM LOOSE LEAF PHOTOGRAPH ALBUMS



ADJUSTABLE and EXPANSIVE EASY TO OPERATE
NO PROJECTING SCREWS CONVENIENT and DURABLE
When opened, lie perfectly flat

Style Queen—Full Black Seal-Grain Leather *Style Buckeye*—Full Black Walrus-Grain Keratol
Sheets Cloud Gray or Black

Ask for our complete Loose Leaf Catalogue No. 27-E

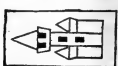
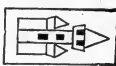
THE SAM'L C. TATUM CO.

MAIN OFFICE AND FACTORY
CINCINNATI, OHIO



NEW YORK OFFICE
180 FULTON STREET

MAKERS OF "THE LINE OF TRUE MERIT"

The standard of pencil excellence
A. W. FABER  **"CASTELL"** 
The most perfect writing and drawing equipment it is possible to produce.

Oldest and Largest Lead Pencil Factory—Established 1761
A. W. FABER, Newark, N. J.

TYPEWRITER CARBONS & RIBBONS



PERFECT SATISFACTION GUARANTEED

A trial order will explain why.

INTERNATIONAL CARBON PAPER CO.,
206 BROADWAY, N. Y.

AGENCIES: PHILA., KANSAS CITY, MO., LOS ANGELES, CAL., SEATTLE, WASH
INT. CARBON PAPER CO., 22 Clinton St., CHICAGO

MEMORANDUMS



Trade Mark
K & T
Reg. U. S. Pat. Off.

PERSONAL RECORD BOOKS
KIGGINS & TOOKER CO. 35-37 Park Place
NEW YORK

PERSONALS

G. F. Mesick, of the New York office of the Carters Ink Company, and who has just returned from a ten weeks' trip through New York State and Pennsylvania, left again this week on a flying trip for his usual territory, gunning for late fall orders.

Wm. G. Palmer has assumed the position of New York manager of the advertising agency conducted by Charles W. Hoyt, with offices in New Haven and New York. Mr. Palmer enjoys a very wide acquaintance among stationery and office supplies dealers throughout the country, as a result of his having occupied, for two years, the position of editor of a trade paper in the stationery field. While occupying this position he also took special interest in the development of the National Association of Stationers and Manufacturers.

"Tom" Keyes, of the Chicago office of the L. E. Waterman Company, is in St. Louis, Mo., this week, making his regular rounds of the trade.

J. P. Favor, of New York, was among the Easterners who did not retrace their steps after the Buffalo convention, heading westward instead. Mr. Favor is to travel as far as Denver.

F. L. Harding, of the Hardwood Company, makers of brass cornered desk sets, etc, of New York, is on a Western

trip this week, and will go as far as St. Louis. Mr. Harding reports a good business for his specialties.

Edward S. Babcox, advertising manager of the Yawman & Erbe Manufacturing Company, will deliver a stereopticon address before the Cincinnati Adver-



HENRY FERA, JR.

tisers' Club on the evening of November 28.

Charles E. Moyer, of the Moyer Sta-

tionery Company of Omaha, Neb., was among the trade visitors seen in the New York market this week.

Leroy Hill, formerly general representative of the Jones Improved Loose-Leaf Specialty Company, has just joined the selling force of the Plew & Motter Company of Chicago. Mr. Hill is one of the best posted Loose-Leaf men in the country. He has been actively engaged in the work since the inception of the loose-leaf idea, and will bring a fund of ripe experience to the Plew & Motter Company. He enjoys a personal acquaintance with almost every stationer in the country.

Fera Manager of A. W. Faber

It will be interesting to his many friends in the trade to know that Henry Fera, Jr., has been appointed manager of the American house of A. W. Faber, the well-known pencil manufacturer, whose headquarters are at Newark, N. J.

Mr. Fera for the past several years has been assistant manager of this well-known house, and prior to that represented it on the road where he met with considerable success. It is fitting that he should be so honored and he has the best wishes of all his friends in the trade.

Honesty should be rewarded only with publicity.

The Miehle
The Miehle
The Miehle
The Miehle

High-Speed, Four-Roller, Front Delivery, Table Distribution Book and Job Press. Made in eleven sizes, from 26 x 36 to 48 x 65. Built to do the finest class of printing. Specially adapted for half-tone work both in black and in colors. It is the standard flat-bed press of the world to-day, as the producer of a greater quantity and finer class of work than any other press.

High-Speed, Two-Roller, Front Delivery, Table Distribution Book and Job Press. Made in six sizes, from 30 x 42 to 45 x 62. This press is designed for a little cheaper class of book and job work than our Four-Roller, differing only in the number of form rollers, having two instead of four; otherwise it is similar in all its other features, and is faster.

High-Speed, Two-Roller, Rear Delivery, "Rack and Pinion" Distribution Job and News Press. Made in five sizes, from 30 x 42 to 43 x 56. Its method of distribution is "rack and pinion cylindrical" instead of "table." The class of work to which it is more especially adapted is news-paper and poster work. Felt packing used. It is very fast.

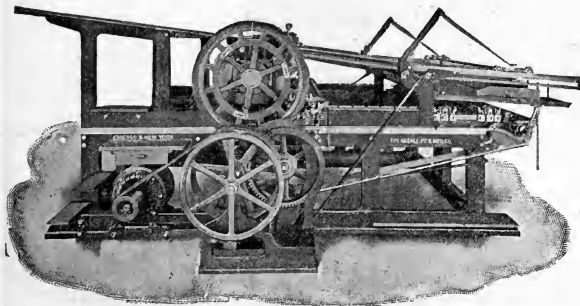
High-Speed Pony Press. Two-Roller, Rear or Front Delivery, "Rack and Pinion" or "Table" Distribution. Made in two sizes, 25 x 30 and 26 x 34. This press has a well-earned reputation for remarkable speed and the superior quality of work it does.

OUR SHEET DELIVERY, which delivers the sheet PRINTED SIDE UP OR DOWN, as may be desired, we put on all our presses, with the exception of the "Job and News" and the smaller sized "Pony." This adds but little to the cost of the press to the purchaser and is a great convenience.

FOR PRICES, TERMS AND OTHER PARTICULARS ADDRESS

MIEHLE PRINTING PRESS & MFG. COMPANY

CHICAGO, ILLINOIS, U. S. A.



Main Office and Factory:
14th and Robey Sts.

South Side Office:
326 South Dearborn St.

New York Office: 38 Park Row

Boston Office: 164 Federal St.

Philadelphia Office: Commonwealth Bldg.

San Francisco Office: Williams Bldg.

Dallas, Texas, Office: Juanita Bldg.

Paris Office: 23, Avenue de Gravelle, Charenton (Seine)

Berlin Office: Grunewaldstrasse 6, Steglitz-Berlin



ERASERS

The Weber Noiseless and Dustless, Solid Felt Erasers,

The Original Andrews Dustless. Blackboards, Slated Cloth

GLOBES

Alpha Crayon, Other School Specialties

WEBER COSTELLO CO.

Chicago Heights, Ill.

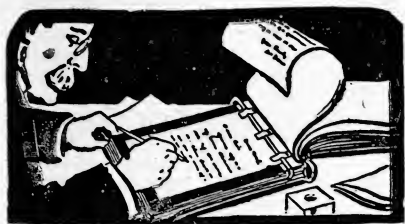
Successors to School Supply Dept. of A. H. Andrews & Co., Chicago, Manufacturers for the Trade only.

PARTICULAR PEOPLE

are naturally hard to please. We Know That Well! So Do You! The point is Are You Able to Please The Hard to Please? We delight in producing Artistic Novelties that appeal to the most fastidious taste. Our Line of Tally and Place Cards, Programmes, Banquet Menus and Art Postals tell their own Story. Samples on request. No catalogues.

Leubrie & Elkus

18 East 14th Street New York



PEN CARBON BILL BOOKS

No Press No Water No Brush
Any Ink Any Pen Any Paper

Many of your customers would find

THIS BILL BOOK A REAL TIME SAVER, TROUBLESAVER AND MONEY SAVER

One writing for bill and copy in bound book a real record. Write us today for price list and circular matter.

DITMARS-KENDIG CO.

278 Douglas Street, Brooklyn, N. Y.

This Is the Original
“THE EXPANSO”



Sectional Post Current Binder

(STANDARD GAUGES)

The imitators are already busy with something “similar” to **THE EXPANSO**, which is indeed very flattering.

You should stock a Sectional Post Current Binder, it is the most saleable device every offered to the live Loose Leaf Dealer.

You should, however, be careful to stock the 100% Perfect Sectional Post Current Binder—**THE EXPANSO**.

Imitations are after all experiments, the manufacturers try out at your risk. Safeguard your interests and satisfy your customers by selling the Original and Best—**THE EXPANSO**.

We will ship sample subject to return at our expense if not fully up to our representations, or better still—your expectations.

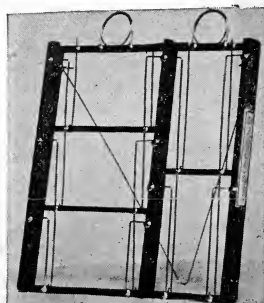
Send your sample order NOW.

Stationers Loose Leaf Co.

“SELLS TO THE TRADE ONLY”

346 Broadway
MILWAUKEE, WIS.

203 Broadway
NEW YORK CITY



Patent No. 907,611.

CARD DISPLAY CABINETS

Learn the merits of the HOME card display cabinets, and you will know of the best thing made in this line. Many sizes and styles, counter, wall and floor cabinets, from 5 to 820 pockets. Get our catalogue.

HOME SPECIALTY CO.

2137 Hanna St., Fort Wayne, Ind.



Easel 20 Pockets.

UNIFORM PRICES

Charles A. Lent, of New York, in His Address Shows How the Manufacturer Can Enforce Uniform Prices for His Goods.

Address Delivered Before the Convention.

The policy of uniform prices by the manufacturers leads to a fixed retail price. Fixed retail price enables manufacturers to retain a high standard of quality; retailers to realize a legitimate and necessary profit; and helps to do away with price cutting, and to a betterment of trade conditions.

A fixed retail price will help everybody except that great bugaboo of the trade, the consumer. He will mourn his loss. No longer will \$1.00 buy pencils or pens or ink or clips worth \$1.50. He will be deprived of the exquisite pleasure of telling the retailer that he can sell him goods profitable at the retailer's price. Yet as salesmanship and service will count as strong assets, and every order taken will mean a sure profit and not a possible one, the consumer will be able always to get good value and efficient service, and those two things count in the stationery business as they do in every other.

Let us glance at present conditions of the trade. We have the manufacturer, who makes the goods, the jobber, who distributes the goods, and the retailer, who sells to the consumer.

ALL SHOULD HAVE A PROFIT.

It will appeal to almost every business mind, that to everyone handling a legitimate article of commerce, there should come a fair profit, a profit in keeping with the expense of his share in the merchandising. To the manufacturer who provides the capital, the product and very often the demand, a profit above the cost of all of those items. To the jobber, who distributes, a profit over the cost of distribution. To the retailer, a profit over his expense, for display space, care in handling and those small and often expensive details absolutely necessary to sell goods to the consumer. These three classes, all being necessary to make and dispose of the output in an ideal condition, should be making a profit at once attractive and satisfying.

If these premises be correct, let us look for a while to the conditions from such a viewpoint. May I say right now, that nothing in this paper is intended to bring into view any but types; no one person or firm or corporation is being considered, nor do any veiled meanings lie behind the spoken words.

THE MANUFACTURER SELLS THE CONSUMER.

A manufacturer of pens lists a certain item at, let us say, \$1.00 from which a discount of 25 per cent. is allowed. The goods are placed to the jobbing trade with an additional allowance of 10 per cent.

The manufacturer advertises the pen generously as "May be had of all stationers" and may or may not advertise the price as \$1.00, and a fair presumption is that the 67½ represents to him a fair profit. The same presumption seems fair that to the jobber 10 per cent. is likewise satisfactory, and also the 25 per cent. to the retailer.

Time flows by until one day a large consumer gets from the manufacturer a discount of 25 per cent. The retailer

notices the loss of a good customer and finds out why. Then another large consumer gets the same concession from the manufacturer that his neighbor has, and then more. After a while the retailer remonstrates to the manufacturer, who says "Why don't you buy 100 gross and get the jobber's 10 per cent.," we think these large consumers are entitled to the 25 per cent. The retailer takes this advice, buys the quantity and hies him to his old customer and says, "I'll sell you these pens at 25 off," and gets an order and settles down with a sigh of relief at having saved a part of his business. But the trouble has only begun. Mr Jobber comes to realize that his sale of pens in that quarter has ceased. Why? He soon finds out and decides that he is not going to stop selling pens, but has his salesman give up calling on the retailer and go down to the office of the large consumer and interview the purchasing agent, and sell him the pens at 25 and 5.

Now let us see where we stand. The manufacturer's profit holds. The jobber drops from 10 per cent. to 5 per cent. and has increased his selling expense. The retailer has to lose the business entirely or drop his profit from 25 per cent. or 5 per cent., and increase the quantity of stock he carries. And what has become of the good feeling engendered by equitable profits all around?

RETAILER CAUGHT BETWEEN MANUFACTURER AND JOBBER.

But we have not yet brought the case down to the present. The retailer has got to live—pens are staple goods and he should, nay, must sell them. His price in the store is one dollar—he decided to sell his customer, the large consumer, at 25 and 5 to meet the cut and stand the loss, for a 5 per cent. profit means a 20 per cent loss when the average cost of conducting a retail business is considered. He is sore over the whole matter and tries to find some way out. Perhaps in attempting to pool his purchases with other retailers he unearths a rebate system or a combination of manufacturer and jobber—he finds a favored few in other territories exempt from this condition and influence that surround him and the more he investigates the worse he feels until he would, if sufficiently courageous, refuse to sell a box of those pens.

Let us turn to the jobber who has started out to get the trade of the large consumer, buying say 25 gross or more. He finds his price of 25 and 5 met by the retailer; he hears of the combination of retailers to buy at quantity prices. He finds the manufacturer giving his price to retailers and realizes that with his other troubles, he is losing the trade of the retailer. Does he sit down and wait—not much; he says, "Here, Mr. Purchasing Agent, is my catalogue, my wholesale catalogue and my discounts to the retail trade; put it on your desk, buy your pens of me and I will sell you pencils and ink and note books and glassware and rubber bands, and hardware, and everything else in that catalogue at the wholesale prices; you do not need to buy anything at retail, buy of me."

RETAILER GIVES AWAY HIS DISCOUNTS.

And the manufacturer—Well, I'm not sure as to his feelings in the matter. The few I have talked with seem to think the average retailer is a chump who does not seem to know his own business; give him an extra discount and

he gives it away to his consumer; he complains of the manufacturer's methods of advertising, but will not himself push the goods; he substitutes when possible to the detriment of staple articles. All this forces us to look out for ourselves for he will not.

One manufacturer, a maker of a staple and much advertised article, the price to the retailer of which is \$5, who told me his price to the jobber was \$4.50, and who offers the same price to the retailer who will buy in quantity, which article has been offered to consumers in New York at \$4.35 in lots of ten, said to me, "Why don't you retailers get together and do something?"

That is about the present situation. The manufacturer is sarcastic and worried. The jobber rampant and trembling. The retailer indignant and discouraged. Truly a state of affairs conducive to good business prosperity!

Now what has this situation to do with our subject? "It is not up to me," says the manufacturer. "I'm trying to please everybody, but they refuse to be pleased. I'll wash my hands of the whole matter. I know my pens will sell. A demand has been made and the consumer is going to get them if I have to sell them myself. If the jobbers and retailers fight each other and among themselves it is none of my business."

FIX THE RETAIL PRICE, MR. MANUFACTURER!

The work of the National Catalogue Commission has met with unqualified approval and this association appropriated a very large proportion of its incomes to carry on that work—because it aims to set a standard price on standard goods sold by stationers: it is a definite straightforward attempt by the retailers to fix a price. The work has been in the hands of men splendidly qualified, earnest and hard working, who have accomplished much. Let me say a word or two about New York, which may be typical of the whole country. Spurred on by the work of the commission and by the confidence engendered by close acquaintance the retailers in New York have succeeded in raising the price on many standard goods to a fixed uniform rate. It is entirely true that the work is but just begun, but it is also true that many who two years ago were skeptical have been convinced. Yet, much quicker and better will the results come if the manufacturers take a hand in the game. Fix the retail price, Mr. Manufacturer, and insist upon the consumer paying that price. Oh! yes you can. It is being done now, always with the best results. It might stir things up for a few weeks or months; there will be trouble, but in the end the trade would be put on a profitable basis which its position among the industries of the day demand.

Within two months the manufacturer of a widely advertised article in our trade has forced a larger concern who was cutting the retail price to sign an agreement, and today there is but one price that a consumer can get that article for, and there are many other manufacturers of staple goods as well as novelties who are now successfully doing this; and the wares of these manufacturers are found in a conspicuous place in the store and show window of the retailer.

THE JOBBER A NECESSARY EVIL?

As to the part of the jobber, the defini-

(Continued on page 31.)

TRADE MARK IS OUR GUARANTEE TRADE MARK.

"MADE RIGHT TO WRITE RIGHT"
INK—PENCILS

SAFETY FOUNTAIN PENS.
 SELF-FILLING FOUNTAIN PENS.
 AND REGULAR FOUNTAIN PENS.

AGENTS WANTED
 WRITE FOR TRADE DISCOUNTS
 CATALOG & SELLING PLANS

J. W. ULLRICH & CO.
 27 Thames St., New York City

THE NELSON CORPORATION
 EXCLUSIVE MAKERS OF EVERY KIND
 AND STYLE OF LOOSE LEAF BINDING
 DEVICE FOR THE RETAIL TRADE.
 RULED AND PRINTED SHEETS FOR SAME
 443 WELLS ST., CHICAGO, ILL., U.S.A.

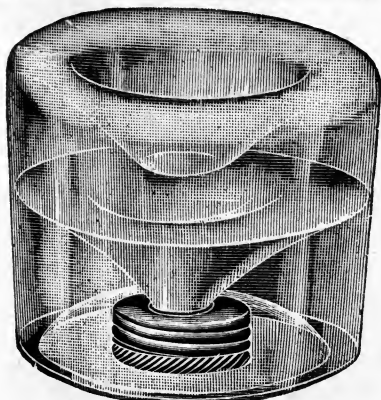
BRIGHTEN UP Your Stationery in the OFFICE, BANK, SCHOOL or HOME by using WASHBURNE'S PATENT PAPER FASTENERS.

75,000,000
 SOLD the past YEAR should convince YOU of their SUPERIORITY.

Trade O. K. Mark

Made of brass, 3 sizes. In brass boxes of 100.
 Handsome. Compact. Strong. No Slipping. NEVER!
 All stationers. Send 10c for sample box of 50, assorted sizes. Illustrated booklet free.
 The O. K. Mfg. Co., Syracuse, N. Y. No 1 B

NO RUBBER PARTS TO GET OUT OF ORDER



THE PARAGON SAFETY INKSTAND will not spill if upset; will not leak. To clean, unscrew the cap. The Paragon of Safety Inkwells.

FRANK A. WEEKS MFG. CO., 93 JOHN ST., NEW YORK

LOOKS A \$5.00 VALUE
 My \$2.50 Seven Piece **BRASS DESK SET**
 \$15.00 Per Doz. \$1.35 Each
 Each in Carton 12 Sets in Case

EVERLASTING Brass Corners will Fit Any Desk Pad
 Each Set in Envelope with Staple for Mounting
 Price \$3.75 Per Doz. Sets
 All Jobbers Carry Them

F. L. HARDING, 508 Broadway, N. Y. (The Harwood Line)

Secure a Profitable Line
Sell Quality Local View Post Cards

The kind that Pleases your trade.
 The kind that sells most Readily.
 The kind that nets you the most Profit in the end.
 The kind that increases the volume of your business.
 We make that kind!

Such Quality cards cost you no more than others.
 Therefore both of us lose money every day you are minus our cards.
 Send good Photos of any kind or size.

Monotone Cards: 1000 per subject \$5.50
 ASK FOR SAMPLES TODAY

E. C. KROPP CO., 230 Jefferson Street, MILWAUKEE, WIS.
 Manufacturers since 1898

NEW STYLES
Sengbusch Inkstands

To set into desk or base.
 Low and attractive outfit.

FAST SELLERS

No. 6—2¾ in. Price \$1.50
 No. 7—3 in. Cut Glass Price \$2.00

No. 151—Oak, for Single Desk, \$5.50

Write for our **LATEST CATALOGUE**

Illustrating all styles, as well as a complete line of bases for both single and double desks, in oak and finest mahogany.

DON'T FAIL TO PUT IN A COMPLETE ASSORTMENT AT ONCE IT MEANS BUSINESS FOR YOU

Sengbusch Self-Closing Inkstand Co.
 1310 Montgomery Building Milwaukee, Wis.

POST CARD WORLD

Thanksgiving Cards

Joseph Koehler, Inc., 150 Park row, New York, is making a special offer of Thanksgiving post cards. There are 50 designs in

the world, in the number of post cards that pass through its postoffice. This would seem to indicate that Chicago is the most polite city.—Novelty News.



the line, all lithographed in colors and embossed, selling to the trade at 50 cents a hundred with 8 cents to be added for postage when ordered in that quantity and sent in that way.

The firm of Joseph Koehler has been in business for many years and has always enjoyed a very excellent reputation for the goods of which they are publishers. As the demand for special day cards is increasing dealers should see to it that their stock is complete before the day in question.

The Christmas season brings the most cards. Last holiday season the number one day came up to almost half a million. It is claimed that Chicago is away ahead of New York, or in fact any other city in

Acme Plate

Portable Blackboards

DEALERS:

Send today for our new 120 Page Catalogue "F G" a complete directory of Blackboards and School Supplies



Sample of our ACME PLATE free on request. Made in black and green.

Adopted by U.S. Government. 120,000 ft. recently shipped to Philippines.

We are the largest Manufacturers of Blackboards and School Supplies in the world.

American Seating Company

218 S. Wabash Ave., Chicago

The Trade Outlook

C. S. & R. B. C.—Replying to your inquiry of recent date, in reference to the condition of business, I am pleased to inform you that we have noted a decided improvement in the last two months; in fact, our business throughout 1911 has shown a material increase over the same months in 1910.

Conditions in the West are not as good as they might be, due probably to the fact that the Western States are, at the present time, somewhat overdeveloped, but there is no cause for alarm on this account, as these States have substantial resources back of their rapid growth and will always be among the most prosperous sections of the country.

In the South the business is especially

good, due to the large cotton crop and to the fact that immigration into the South has been rapid within the last two or three years.

Eastern business is especially good, as large corporations are rapidly learning the advantage of loose leaf systems and are adopting the modern methods very rapidly. In this respect the Eastern States have been somewhat behind those in other parts of the country, but now that the loose-leaf system is coming into its own, it will be a lucrative field in our line of business.

A. C. McClurg & Co. have gotten up a series of posters to advertise their fall novels which are really works of art and which booksellers should secure for display purposes. They are reproduced in colors and gold and printed on heavy stock, so that they will not tear and lose their freshness. In size they measure 14½ x 20 inches, and in addition to the type matter include a beautiful enlarged illustration from the books which they advertise.

Window cards make the windows talk. Put in some cards drawing attention to the goods you have to sell. Stationery manufacturers now are sending out window cards suitable for display in sets and singly, which should merit a showing. This is one feature of trade co-operation worth cultivating.

WANTS AND FOR SALE.

Minimum rate for advertisements of this class, first insertion, one dollar.

Situations Wanted, \$1.00 for 25 words or less one time, and 50 cents for each subsequent and consecutive insertion of same ad. Over 25 words, 4 cents a word for each insertion, and 2 cents a word for each subsequent insertion of same ad.

Help and Miscellaneous Wants, \$1.00 for 25 words or less, each and every insertion; over 25 words, 4 cents a word each and every insertion.

HAND STAMPING PRESS FOR SALE

price \$25 guaranteed and in first-class condition. Improved English type, of press capable of doing the finest registered and illuminated work. Address Box 697, care AMERICAN STATIONER.

WANTED, by man experienced in fancy stationery, position to travel; conscientious worker; satisfactory results guaranteed. Address "Road Salesman," care American Stationer.

WANTED with wholesale stationery house, position of any kind, fifteen years' experience with one house, now employed. Best references. Address Position, care American Stationer.

WANTED by Colorado house, experienced solicitor who thoroughly understands lithographing, blank books and commercial stationery. Address Solicitor, care American Stationer.

A FIRST CLASS and energetic young man wanted to take charge of our stationery department. Please give age, experience and salary wanted. Robert Clarke Book Store, Stewart & Kidd Co., Cincinnati, Ohio.

AGENTS WANTED to sell manufacturers' line of high grade tablets, etc., to sell both the retail and jobbing trade on a commission basis. References with reply. Address P. P. C., care American Stationer.

ENGRAVER on steel and copper can buy and earn an interest or ownership in a well known plant established 10 years, doing all kinds of engraving, plate printing and embossing in an Eastern city of 400,000 population; good opening for the right party. Address Engraver, care American Stationer.

Thompson Smith Co.

263 Fifth Avenue
Cor. 29th Street
NEW YORK

Dainty and Different Greeting Cards

in envelopes for
Xmas and All Seasons

Samples sent on request

Special for 1912

Valentine Cards }
Hurds Royal Red Stock } \$3.00
St. Patrick Cards } per 100
Hurds Royal Green Stock }

The kind we have made so popular

UNIFORM PRICES

(Continued from page 28.)

tion of his position seems wrapped in mystery. Were he described as a necessary evil, he might object to the term, and yet many manufacturers find most of their troubles coming from that direction. The jobber, who is given certain privilege and profit because of his ability to distribute the goods of many manufacturers to many more retailers, has quite a different aspect and greatly changed relations, when, adding to his jobbing the roles of the manufacturer and retailer he still insists upon his original privileges and special concessions. And when, as is being done, such special concessions are used to break prices and disturb trade, the matter becomes an issue which must be taken seriously into consideration. It would be worse than useless to try and establish relations between the retailer and manufacturer to hold up legitimate price if there be allowed to exist a numerically small but specially favored class unrestricted by agreement and able to materially damage the business of both manufacturer and retailer.

HOLD NO BRIEF FOR THE RETAILER.

Now I am not here holding a brief for the retailer. More mean, despicable transactions have been carried on by retailers than I would care to even hint at, and it may be that in this room cases of gross stupidity, to use a mild phrase, come to the mind of many, and may be told before we are through, with none of the high lights omitted. The retailers as a class need to be educated, to gain stamina, to have the courage of their convictions—in short to raise themselves to a plane where they can take up successfully their end of this great scheme. Right now and here comes an admission—that about everything bad in a business way some of you manufacturers say about them is so, or has been so. But I also want to say good and strong and clear that the work of education and uplift is going on, and has been going on, for the past six years, at least. In New York, where six years ago an association of stationers was thought impossible, there now exists a strong, compact body of men organized and determined, and conditions in that city have been greatly improved, and would today be immeasurably better were it not for the peculiar conditions hinted at in my opening.

The manufacturers are able not only to fix a uniform price to the dealer, but also to fix a uniform price to the consumer; and when the time comes that a one dollar article costs the consumer one dollar one of the greatest factors in the present unsatisfactory condition of trade will vanish for good and all.

MANUFACTURERS SHOULD ENFORCE RETAIL PRICE.

Make a retail price that is fair and just, and stick to it and make everyone also stick, or give up selling it. Mark it on the package, display it in the advertisements, make it an essential part of the contracts and enforce it in every case. In short, do it, and the tremendous impetus such action will give to the trade everywhere will bring to the manufacturer, first of all, lasting and profitable return.

Fair, decent, equitable co-operation will do it—give all of us a legitimate profit and make the consumer pay it.

Books **LOOSE I-P LEAF** Forms For Every Business Need

The Irving-Pitt dealer never has trouble in supplying a loose-leaf form for Mr. Doctor, Mr. Lawyer, or Mr. Business Man.

For every business and professional need, there is an **LOOSE I-P LEAF** form on which to keep a full, accurate and concise record of transactions. And business and professional men have come to depend on the Irving-Pitt dealer for loose-leaf forms just as they rely upon him for **LOOSE I-P LEAF** devices.

The Irving-Pitt line of loose-leaf forms is not only complete—it is original. In recent years most loose-leaf improvement in forms as well as in books and binders, has been Irving-Pitt improvement. That is why the **LOOSE I-P LEAF** forms are constantly creating NEW business for Irving-Pitt dealers, as well as holding securely the trade already won.

The reputation of **LOOSE I-P LEAF** forms is splendidly supported by the entire line of **LOOSE I-P LEAF** books and binders. Every Irving-Pitt "Ring Book" or loose-leaf device is mechanically perfect. It is built to work conveniently, to look neat, and to stand up under hard usage, and Irving-Pitt dealers have come to learn that **LOOSE I-P LEAF** devices do all this with much more satisfaction, both for the consumer and for themselves, than any other loose-leaf line.

What **LOOSE I-P LEAF** means to the public, "Irving-Pitt Service" means to "the trade." Irving-Pitt service is complete, thorough, prompt, obliging, and dependable. Nowhere else can dealers get loose-leaf supplies so quickly, so satisfactorily.

Be prepared to satisfy every loose-leaf customer—study the **LOOSE I-P LEAF** catalog—suggest to your customers this or that use for **LOOSE I-P LEAF** forms or devices—and with "Irving-Pitt Service" at your command you can enjoy the lion's share of the loose-leaf business in your locality.

Catalogs upon request.

Irving-Pitt Manufacturing Company

KANSAS CITY, MISSOURI

GRIEVANCES

The Committee of the National Association Assigned to That Subject Recites the Complaint Received and Their Disposal.

(Report Read at the Convention)

In presenting the first report of this new committee, it has seemed proper to refer in detail to the specific matters which have been brought to its attention and the disposition of each, in order that the Association may obtain a clear idea of the possibilities for good which its existence and activity indicate. We beg to express the hope that during the coming year the members will feel free to avail themselves of its services, for the reason that many sources of irritation can be readily removed through the medium of prompt and impartial investigation and frank discussion. We tabulate our work for the past twelve months, without giving names or dates, as follows:

RETURNING GOODS WITHOUT NOTICE.

1. Complaint by a manufacturer of typewriter ribbons, that a dealer returned without notice, a gross of old and shop-worn ribbons.

The chairman wrote, offering to communicate with the dealer, asking for a statement of his side of the matter, and some weeks later was informed by the manufacturer that a satisfactory adjustment had been made, and thanking the committee for its offer.

2. Two large dealers wrote complaining of the practice of many manufacturers of calendar pads of inserting an advertisement in the leaves of the pad, soliciting orders direct from the consumer for the following year.

This complaint was brought to the attention of the manufacturers named, and they were asked to explain their reasons for so doing. The replies were prompt and courteous and were to the effect that each manufacturer had found that many dealers did not carry his calendar pad in stock from year to year, and that consumers had complained of their inability to procure the same article each year, and that therefore the slips complained of had been inserted as a measure of self protection. This seemed to be a reasonable view of the situation, and the matter was thus reported to the dealers in question, and one of them apparently speaking for both suggested that the manufacturers be requested to print a slip, asking the user of the calendar to endeavor to fill his order from his own dealer, and failing that, to communicate with the manufacturer.

This suggestion was embodied in a letter to the manufacturers, and those who replied at all, expressed a willingness to follow the suggestion.

It should be noted that all the manufacturers stated that in filling orders at retail for the consumer, they charged the full retail price.

MANUFACTURERS' CIRCULAR LETTERS COM- PLAINED OF.

3. Two large dealers complained of certain circular letters which were sent out to consumers of carbon paper by a manufacturer which were so worded as to apparently indicate that the consumer by ordering in sufficient quantities could procure "wholesale rates." The latter term having created the impression that

the consumer could procure the regular trade discount by purchasing in sufficient quantity.

The chairman wrote to the manufacturer, who promptly replied, stating that the wording in question was unfortunate and that there was no intention of giving the trade discount to any consumer, that no further circulars containing the language complained of would be distributed, and that the criticism was deserved.

4. One dealer complained that a competitor in his territory was offering free a well-known pencil sharpening machine with every first order for \$20 worth of advertising pencils or penholders. The former dealer naturally experienced difficulty in selling the device at any price.

The manufacturer was at once placed in possession of the facts and promptly stopped the practice complained of by communicating directly with the offending dealer.

5. A dealer complained of the practice of a manufacturer of filing devices, in issuing a catalogue listing prices to consumers which permit of about 40 per cent. discount to dealers, and also a dealer's price list, the selling figures in which are subject to a 50 per cent. discount. The dealer was handicapped in quoting for a given sale, when he did not know whether the customer had the prices quoted in the consumers' catalogue in his possession.

The matter was called to the attention of the manufacturer by letter, and the reply was to the effect that the custom has never caused any confusion when the dealers were careful to observe the different prices which controlled the respective discounts.

The matter was referred back to the complainant for a further expression, but up to the time of making this report, your committee has not been requested to take any additional action.

QUOTING PRICES LOWER THAN THE LIST.

6. A dealer in the Middle West complained that a dealer in the East was quoting prices in the territory of the former much below those recommended by the Catalogue Commission, which prices the complaining dealer had recognized and put into effect.

The chairman at once communicated with the dealer in the East, and the latter promptly explained that the objectionable quotations were made through a mistake on the part of the salesman, and that a similar quotation would not be made again, and further that due regard would always be had for the price recommendations of the Catalogue Commission.

7. A dealer complained that a manufacturer of a specialty used in business offices of any size and importance had issued a new price list, reducing the dealers' discount on the article in question to 15 per cent.

The committee suggested to the manufacturer that his price list be revised so as to admit of a profit to the dealer handling the commodity, and his attention was called to the fact that the average cost of doing business of a retail stationer is nearly 30 per cent.

The manufacturer replied to the letter and expressed himself as being unwilling to consider the suggestion.

We hesitate to recommend further steps in connection with this complaint, and have referred the matter to the Executive Committee; at the same time we desire to point out to the convention that

it may be proper to consider the advisability of authorizing the Grievance Committee in such a case as this, to publish its entire correspondence in the Association Bulletin, in order that all the members of the Association may be put in possession of the facts, provided that the Executive Committee shall so direct, and not otherwise.

8. A dealer called attention to certain advertising postals which were being distributed by a manufacturer of filing devices in an alleged effort to deal directly with the consumer. The committee was asked to ascertain from the manufacturer what profit he was quoting and why he was soliciting direct orders.

The answer was that all business resulting from the postal cards coming from a territory in which the manufacturer was represented, was credited to local dealers, and the retail prices on the commodity prevailing in that territory were quoted to the consumer. The letter was extremely courteous in tone, and professed a sincere desire to co-operate with the Association and the dealers in all possible ways.

RETURNING SIX MONTHS GOODS IN SEVEN.

9. A dealer called attention to a contract with a manufacturer of a specialty, or office appliance, by the terms of which the dealer had the privilege of returning the articles covered by the contract, if the same were unsold at the end of six months, and were in the same condition as when delivered. The manufacturer had refused to accept the return of the goods because it was made one month after the six months had expired.

The committee examined the correspondence which was had between the parties, and pointed out by letter to the manufacturer that the printed contract provided that if the machines were on hand at the expiration of six months they could be returned, *not* that the return must be made *within* that period.

The manufacturer expressed his willingness to accept the return of the goods and refund the purchase price within thirty days from the date of writing, which was reported to the dealer, and since then we have heard nothing that would lead us to believe that the matter had not been adjusted in that way, although four months have expired since the receipt of the reply from the manufacturer.

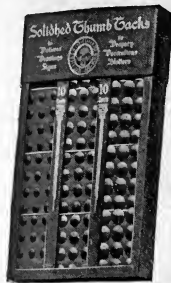
10. A dealer complained that he had sold a small order of filing devices which he did not carry in stock, and quoted prices from the manufacturer's list, which would show him a 40 per cent. profit on the retail selling price. That the order was filled from stock carried in the New York agency, and his profit was only 20 per cent., because a higher price was charged him there, and he had to make prompt delivery.

The complaint was submitted to the manufacturer verbally, and he explained that the difference between the price to the dealer f. o. b. the factory and from New York stock for prompt delivery was as indicated, and was necessary to the proper conduct of the business. His representative further called upon the complaining dealer, and the explanation was agreed to be entirely fair and satisfactory.

SELLING PENCILS TO RAILROAD AT RETAILERS' PRICES.

11. A large dealer in the Southwest complained that a pencil manufacturer

(Continued on page 35.)



It's the Solidhed Display That Sells Tacks



HAWKES-JACKSON COMPANY, Makers, 38 Murray St., NEW YORK

ESTERBROOK'S STEEL PENS



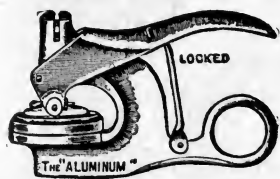
Standard everywhere for nearly fifty years. 150 varieties in fine, medium and broad points.

SAMPLES AND PRICES TO THE TRADE ON APPLICATION.

WORKS, CAMDEN. N. J.

THE ESTERBROOK STEEL PEN MFG. CO.

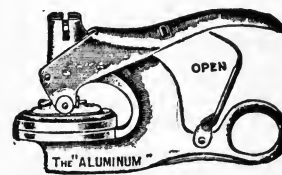
95 John Street, New York



WE NOW FURNISH A NEW PATENT LATCH LOCK WITH THE MOST POPULAR **POCKET SEAL** ON THE MARKET

The "ALUMINUM"

WEIGHS ONLY 10 OUNCES SIZE OF DIES 1 1/2" DIAMETER



Sold by All Up-to-Date Dealers, or Write to

MEYER & WENTHE, Engravers, For Trade Discounts, 31 N. Dearborn Street, CHICAGO



F. WEBER & CO. 1125 Chestnut St., Philadelphia, Pa.

ARTISTS' MATERIALS and DRAUGHTSMEN'S SUPPLIES

"Fabriano" Drawing and Water Color Papers. Superior to any other hand-made papers on the market.

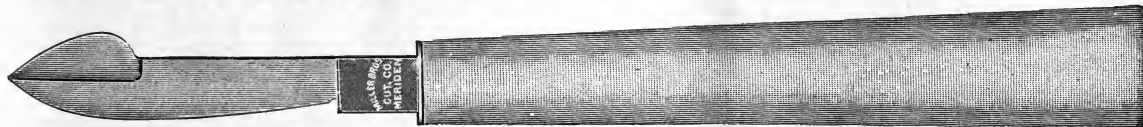
"Fabriano" Charcoal Papers made in twelve tints. Write for sample books.

Largest assortment of **Mathematical Instruments** for schools and colleges, comprising all qualities from the cheapest grade to the finest Riefler and Richter brands.

SCHOOL WATER COLORS

General Catalogue of Artists' Materials, Vol. 325, Mailed on Request

MILLER BROS.' INK ERASERS are the Standard



Made in different shapes and handles of all styles

For sale by all leading Jobbers and Commercial Stationers



Headquarters For

DIAMOND BRAND TYPEWRITER RIBBONS AND
TIP TOP BRAND CARBON PAPERS
SPECIAL BRAND
ARCH BRAND

THE S. T. SMITH CO.

11 BARCLAY STREET

NEW YORK CITY

Headquarters for Manifold Flimsies, also a complete line of Typewriter Linen Papers, etc.



Telephone Barclay 5922.

UNION ENVELOPE COMPANY

Makers of DUPLEX CHURCH COLLECTION ENVELOPES

Makers of All Kinds of Envelopes

LET US SUBMIT QUOTATIONS.

RICHMOND, VA.

CORRESPONDENCE SOLICITED

Classified Business Directory and Index to Advertisements.

All Advertisers are entitled to one insertion under proper heading. Extra insertions, \$5.00 Per Annum. Extra Headings, \$10.00.

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Gibson Art Co., Cincinnati, Ohio..... 12	Chicago Eye Shield Co., 123 South Clinton St., Chicago 25	Esterbrook Steel Pen Mfg. Co., 95 John St., New York 33
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EMBOSSING PRESS.	Favor, Ruhl & Co., 49 Barclay St., New York 16	THUMB TACKS.
Roovers Bros., 100 Schermerhorn St., Brooklyn, N. Y. 7		Hawkes-Jackson Co., 38 Murray St., New York 33
	PENS, FOUNTAIN.	
ENVELOPES.	D. W. Beaumel & Co., 35 Ann St., New York 10	TYPEWRITER SUPPLIES.
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	J. W. Ullrich & Co., 27 Thames St., New York 29	Manifold Supplies Co., 188 Third St., Brooklyn, N. Y. 14
	Whitney-Richards Co., 247 W. Superior St., Cleveland, Ohio 23	Mittag & Volger, Inc., Park Ridge, N. J. 5
		The S. T. Smith Co., 11 Barclay St., New York 33

GRIEVANCE

(Continued from page 32.)

had quoted prices to a railroad which were precisely the same as those made to the dealer.

The chairman wrote to the offending company, who promptly replied disclaiming any intentional competing of this kind, and promising a prompt investigation and explanation.

This matter is still before the committee, as it is quite recent.

The foregoing outline of the work of this committee will serve to indicate how real results can be obtained of a corrective nature, when both parties to a controversy are communicated with in a spirit of fairness and with an impartial desire to learn the facts.

Many of the complaints resulted in protracted correspondence, but in nearly every instance our work was successful, and reflects greatly increased efficiency on the part of the Association.

While we should be loath to believe that there are many or serious causes for dissatisfaction in the trade, and are convinced that the contrary is true, we commend to the members at large the practice of submitting their difficulties to this committee, for if it fails to improve a given situation, there is nothing to be lost by the effort, and if it succeeds in accomplishing some good by reason of its activity, both parties to the question and the Association itself are directly benefited thereby.

WILL SERVE MANUFACTURERS AS WELL.

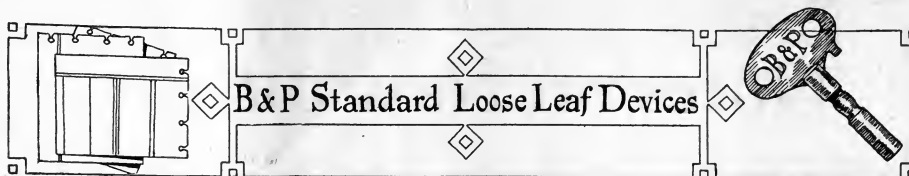
Particularly do we wish to emphasize that this committee was intended to serve the manufacturers as well as the dealers, and we bespeak the attention of the former to the advantages to be gained by calling upon this adjunct of the organization for cooperation.

Respectfully submitted,
 MORTIMER W. BYERS,
Chairman.
 W. D. BEVIN,
 CHAS. A. LENT,
Grievance Committee.

Annual Meeting of the Cleveland Booksellers' and Stationers' Club

The annual meeting of the Cleveland Booksellers' and Stationers' Club was held in its club rooms in that city on Thursday of last week, at which time the following officers were elected: R. H. Barker, of S. W. Barker Sons, president; J. A. Goldstein, of Burrows Bros. Company, vice-president; John J. Wood, of the Korner & Wood Company, secretary-treasurer. The executive committee is made up of C. K. Bittchosky, Office Supply Company; W. J. Petty, Forman-Bassett & Hatch; R. B. Sanders, F. W. Roberts Company; M. H. Barnes, the Brooks Company, and J. A. Goldstein, Burrows Bros. Company.

The L. E. Waterman window in Chicago is attracting attention this week. It contains fac similes of the letter written by Earl Ovington, the aviator, with a Waterman fountain pen while in his plane in the air and addressed to Hon. Timothy S. Woodruff, president of the Aeronaut Club of New York.



Our New Lines and YOUR New Year

The time is surprisingly short before the first-of-the-year rush will be on—

—there's just time enough for you to SEE the new B&P STANDARD and SIEBER & TRUSSELL loose leaf lines—

—and to study carefully the probable needs of your trade—

—and then make up a stock order that will move off the shelves QUICKLY when the time comes!

More styles—less so-called stock SIZES—but the ones most used after all—these are strong features of our new lists.

It's not a bit too soon to plan for that January rush!

Boorum & Pease Loose Leaf Book Co.

MAKERS OF
B&P STANDARD and SIEBER & TRUSSELL
 Loose Leaf Devices

MAIN OFFICE 109-111 Leonard St. **FACTORIES** Brooklyn, N. Y.
 New York St. Louis, Mo.
SALESROOMS
 109-111 Leonard St., Republic Bldg., 220 Devonshire St., 4000 Laclede Ave.,
 New York Chicago, Ill. Boston, Mass. St. Louis, Mo.



A Dealer Sent in a RUSH Order—

—As dealers sometimes do!—to a manufacturer who had been FILLING rush orders till his stock was "out"—
 —and it was in January, the time when Blank Book business is biggest—
 —and a rival got—and HELD the business of that customer all the rest of the year.
 Now, why not STUDY YOUR TRADE and anticipate their Blank Book needs NOW? We are literally "at your service."

Boorum & Pease Company

MANUFACTURERS OF
STANDARD BLANK BOOKS
 The Line of 10,001 Numbers

HOME OFFICES Bridge, Front & York Sts., **FACTORIES** Brooklyn, N. Y.
 Brooklyn, N. Y. St. Louis, Mo.
SALESROOMS
 109-111 Leonard St., Republic Bldg., 220 Devonshire St., 4000 Laclede Ave.,
 New York Chicago, Ill. Boston, Mass. St. Louis, Mo.



Notes on New Books

Popular Books of the Week

The New York Public Library, circulation department, reports books most in demand, excluding fiction, for the week ending October 18, as follows: Schreiner's "Woman and Labor," Mahaffy's "Old Greek Life," Browne's "Everywoman," Borup's "A Tenderfoot with Peary," Synge's "Riders of the Sea," and James's "Psychology."

Molding a Boy

An unusual note in modern fiction is sounded by Harold Begbie, the English author and journalist whose "Twice Born Men" attracted some attention on this side a year or two ago, in his new book, "The Shadow" (Revell, \$1.25). For it deals with the essence of religion, of a highly spiritualized religion that can still express itself through the forms and beliefs of the Church.

Mary Grafton is a French Canadian, the widow of the roystering younger son of a noble English house, and at the beginning of the book she takes her penniless self and little son to his relatives.

The boy will probably some day be the heir of the title and estate, and there ensues a long struggle between the saintly souled mother and her worldly sister-in-law for the possession of the child and the molding of his mind and character. For a time the mother keeps him in London, where she contrives to support and educate him.

But in his middle teens, when he goes to Paris to study art, the sister-in-law finds her opportunity by supplying him secretly with money to live more freely than his mother's scanty means allow. The author traces the effect upon the lad of this course of deception, and, after it has led to the mother's death of a broken heart, carries him through much travail of soul to a rebirth through penitence. The "shadow" of the title is a symbolic expression of the influence upon him of his mother's pure and gentle and Godly nature, and of the fine personality of a poor old clergyman whom he comes to know intimately.

Drifting on the Rocks.

A series of letters written by a young woman to the man who, they both hope, will some time be her husband, tells with much cleverness the story of "The Drift" (Appletons, \$1.10), by Marguerite Mooers Marshall. The man, who is of middle age, is unhappily married to a termagant wife whose temper had long before cured him of his early love for her. After he meets the writer of the letters and they fall in love with each other, it is decided between them that she shall carry out a plan she had previously determined upon and go to New York to do literary work. In the meantime he will get a divorce and then they will marry.

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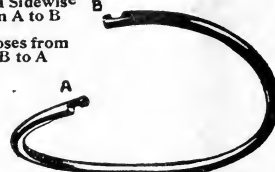


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As a shadowy background we are given that odd problem of an apparent memory of something which could not possibly have occurred to us personally that most of us have at some time experienced. The sensation of having "been there before." This sensation has been variously explained, but there is room for choice. Mr. Mitchell favors the more mysterious of these explanations—prenatal causes printing upon the son's mind the ineffaceable picture of a spot where his father and mother some years before his birth had passed through a profound emotion.

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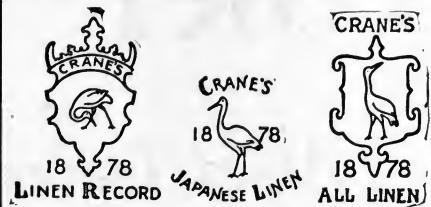
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